

## 60 Second Commercial

The 60 second commercial is an advertisement of yourself. Be sure to keep it career-related and avoid personal information (where you were born, what your parents do for a living, how many siblings you have, etc.). Use this strategy to answer the interview question “tell me about yourself”, or while [networking](#).

### PRESENT

- Where are you now? (Education: school, location, grad date, degree, majors/minors, concentration, certification, etc.)

### PAST

- Where have you been? (Experience: Work, internships, volunteer, activities, study abroad, etc.)

### FUTURE

- Where are you going? How do your strengths/skills benefit their organization? (Career Objective/Future Goals)

### EXAMPLE:

- Senior at St. Norbert College majoring in Business Administration, concentration in HR Management, minor in Spanish
- Customer service through job at Abbey, leadership in SHRM, study abroad in Spain
- Seeking human resource generalist position