

30-Second Commercial

This text will be your initial “commercial” during introductory meetings. It often answers the question, “Tell me about yourself.” It should be concise and appropriately changed to fit the circumstances of the interview, information meeting, or conversation.

Key points to address

Experience:

Strengths:

Accomplishments:

Why available on the job market (optional):

What looking for:

End with a question:



30-Second Commercial Key Points

Experience:

I am known as a marketing navigator in that I can quickly assess where an organization, product or service is, where it should be headed, and strategically set a course to meet the objectives. I have over 15 years of marketing, sales, and product management experience with an MBA in strategic marketing. For the past seven years, I have developed and implemented marketing policies and objectives for five of MedPharm's major product lines.

Strengths:

My major strengths include strategic planning, profit and loss, market research, new product development, advertising, and operational planning. I have excellent management skills and can direct groups and projects to a successful outcome. I am recognized for my innovation and tenacity in pursuit of vision.

Accomplishment:

One of my major accomplishments was consistently achieving record sales and earnings for a major product line over a four year period. We had an average compound growth rate of 20%, versus an industry average of 8%. Also, in all of my product lines we have exceeded sales targets each year by more than 10%.

What looking for:

I have been fortunate in that I have really enjoyed my career so far and am now looking for a marketing position at a dynamic telecommunications company where I can use my strong strategic planning skills.

End with a question:

What specific skills and knowledge do you personally look for in filling this position?

