

CANDIDATE	INTERVIEWER	DATE	STAGE
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INTERVIEW QUESTIONS · ADVERTISING EXECUTIVE

1	What experience do you have in advertising?	12345	
2	How have you used data to measure marketing performance?	12345	
3	How familiar are you with the new trends and technologies in digital marketing?	12345	
4	What strategies can you recommend for increasing brand visibility on social media platforms?	12345	
5	Can you give examples of successful campaigns that you've worked on in the past?	12345	
6	Have you ever faced a challenging client situation, and how did you resolve it?	12345	
7	What experience do you have with budgeting for advertising campaigns?	12345	
8	What methods do you use to evaluate the effectiveness of an advertising campaign?	12345	
9	How would you handle a situation where clients have conflicting needs and requirements?	12345	
10	What creative strategies have you employed in past advertising campaigns?	12345	
11	What is your approach to developing effective messaging strategies?	12345	
12	Do you have any experience with A/B testing or other analytics techniques?	12345	

OVERALL ASSESSMENT

CRITERIA	SCORE (1-5)	NOTES
Educational Background Appropriate qualifications or training for the position.	12345	
Prior Work Experience Skills or qualifications acquired through past work.	12345	
Qualifications / Experience The technical skills the position actually needs.	12345	
Problem Solving Abilities Demonstrated critical problem-solving.	12345	
Communication Team building and communication skills.	12345	

CRITERIA

SCORE (1-5) NOTES

Organizational Fit Would this hire steer the organization the right way?	12345	
Directional Fit A step forward, or backward, in their career?	12345	

RECOMMENDATION

☐ Advance ☐ Hold ☐ Decline

1 = well below the bar · 3 = meets it · 5 = clearly above it

AvaHR — hiring software for teams without a recruiter
Use the same scorecard for every candidate in this role.