

CANDIDATE	INTERVIEWER	DATE	STAGE
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INTERVIEW QUESTIONS · COPYWRITER

1	Can you provide an example of a project you've worked on where you had to write an ad copy?	12345	
2	How familiar are you with SEO, and how would you optimize ad copy for search engines?	12345	
3	What is your process for writing ad copy?	12345	
4	What are some common challenges you face when writing ad copy?	12345	
5	Can you provide an example of a successful ad campaign you've worked on?	12345	
6	What do you think is the most critical element of compelling ad copy?	12345	
7	How do you come up with new and creative ideas for ad campaigns?	12345	
8	What are some common pitfalls to avoid when writing ad copy?	12345	
9	Can you provide an example of a compelling call to action?	12345	
10	What do you think is the most important thing to keep in mind when writing ad copy?	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	
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.