

CANDIDATE	INTERVIEWER	DATE	STAGE
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INTERVIEW QUESTIONS · DIGITAL MARKETING ANALYST

1	What is your experience in Digital Marketing?	12345	
2	Can you provide examples of successful campaigns that you have spearheaded?	12345	
3	Tell me about a time when you had to analyze data and present results to a client or boss.	12345	
4	What analytical tools do you feel most comfortable using?	12345	
5	How do you stay up to date with the latest digital marketing trends?	12345	
6	What strategies do you use to ensure that campaigns are meeting their goals?	12345	
7	How do you interpret data and customer feedback in order to inform decisions?	12345	
8	How do you prioritize tasks and manage your time effectively?	12345	
9	What is the most important thing a Digital Marketing Analyst can do for a business?	12345	
10	How would you measure the success of a Digital Marketing Analyst campaign?	12345	
11	What is your experience with SEO/SEM?	12345	
12	What is your experience with Google Analytics?	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.