

CANDIDATE	INTERVIEWER	DATE	STAGE
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INTERVIEW QUESTIONS · DIGITAL MARKETING SPECIALIST

1	What is your background in digital marketing?	1 2 3 4 5	
2	What are some of your recent projects?	1 2 3 4 5	
3	How do you measure the success of a digital marketing campaign?	1 2 3 4 5	
4	Explain a time when you had to overcome an obstacle in a digital marketing campaign.	1 2 3 4 5	
5	Describe your experience with SEO/SEM/PPC.	1 2 3 4 5	
6	What is your experience with social media marketing?	1 2 3 4 5	
7	What is your experience with email marketing?	1 2 3 4 5	
8	What is your experience with web analytics?	1 2 3 4 5	
9	How would you go about designing a successful digital marketing campaign?	1 2 3 4 5	
10	What are some common pitfalls in digital marketing campaigns?	1 2 3 4 5	
11	How do you stay up-to-date with the latest digital marketing trends?	1 2 3 4 5	

OVERALL ASSESSMENT

CRITERIA	SCORE (1-5)	NOTES
Educational Background Appropriate qualifications or training for the position.	1 2 3 4 5	
Prior Work Experience Skills or qualifications acquired through past work.	1 2 3 4 5	
Qualifications / Experience The technical skills the position actually needs.	1 2 3 4 5	
Problem Solving Abilities Demonstrated critical problem-solving.	1 2 3 4 5	
Communication Team building and communication skills.	1 2 3 4 5	
Organizational Fit Would this hire steer the organization the right way?	1 2 3 4 5	
Directional Fit A step forward, or backward, in their career?	1 2 3 4 5	

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.