

CANDIDATE	INTERVIEWER	DATE	STAGE
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INTERVIEW QUESTIONS · DIGITAL MEDIA BUYER

1	What experience do you have in digital media buying?	1 2 3 4 5	
2	How familiar are you with major ad networks and platforms?	1 2 3 4 5	
3	How have you used data to inform your media decisions in the past?	1 2 3 4 5	
4	What strategies have been successful for campaigns that you've managed?	1 2 3 4 5	
5	Describe when you had to convince stakeholders of an approach or decision.	1 2 3 4 5	
6	Are there any specific areas that need improvement from a media perspective within our organization?	1 2 3 4 5	
7	How well do you handle objections, feedback, and campaign changes?	1 2 3 4 5	
8	What tools have you used to optimize campaigns?	1 2 3 4 5	
9	Describe any experience working with creative teams.	1 2 3 4 5	
10	Could you describe a specific instance where you had to work with different departments to complete a project?	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.