

CANDIDATE	INTERVIEWER	DATE	STAGE
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INTERVIEW QUESTIONS · ECOMMERCE MANAGER

1	What experience do you have in e-commerce?	12345	
2	How would you increase customer engagement on our e-commerce site?	12345	
3	Are you comfortable working with different stakeholders, such as software developers, product owners, and other teams within the organization?	12345	
4	What techniques do you use for website optimization to improve user experience and conversion rate optimization (CRO)?	12345	
5	What strategies do you use to optimize website performance and user experience?	12345	
6	Have you managed/launched any new products or services online before?	12345	
7	Can you tell me about your success in managing projects involving SEO, SEM, analytics, and content marketing?	12345	
8	How do you stay organized and prioritize tasks when faced with competing deadlines?	12345	
9	Are you familiar with the emerging trends in e-commerce and digital marketing?	12345	
10	Do you have any experience managing inventory/logistics/fulfillment operations?	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	

CRITERIA

SCORE (1-5) NOTES

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.