

CANDIDATE	INTERVIEWER	DATE	STAGE
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INTERVIEW QUESTIONS · MARKETING INTERN

1	What experience do you have in marketing?	1 2 3 4 5	
2	How comfortable are you with developing marketing strategies and executing them?	1 2 3 4 5	
3	Are you familiar with the latest trends in online/offline marketing?	1 2 3 4 5	
4	Could you tell us about your past successes in implementing successful campaigns?	1 2 3 4 5	
5	What do you think sets apart a great marketer from an average one?	1 2 3 4 5	
6	Describe when you successfully overcame an obstacle while working on a marketing project.	1 2 3 4 5	
7	What do you think are the most critical skills for a marketing professional?	1 2 3 4 5	
8	How comfortable are you working with tight deadlines and budgets?	1 2 3 4 5	
9	Can you work independently, or do you prefer to be part of a team?	1 2 3 4 5	
10	Do you have any experience in customer segmentation, targeting, and positioning?	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	

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.