

CANDIDATE	INTERVIEWER	DATE	STAGE
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INTERVIEW QUESTIONS · PAID MEDIA SPECIALIST

1	What platforms have you managed paid campaigns on, and which do you consider your specialty?	1 2 3 4 5	
2	How do you determine the budget allocation across different paid channels?	1 2 3 4 5	
3	Describe a campaign you managed that didn't meet expectations. How did you adjust and move forward?	1 2 3 4 5	
4	How do you handle A/B testing for ad creatives and landing pages?	1 2 3 4 5	
5	How do you measure the success of a paid media campaign beyond just clicks and conversions?	1 2 3 4 5	
6	Can you explain a time when you had to pivot a campaign strategy based on performance data?	1 2 3 4 5	
7	How do you ensure that paid campaigns align with the overall marketing and branding goals of an organization?	1 2 3 4 5	
8	How do you stay current with updates and changes in paid advertising platforms?	1 2 3 4 5	
9	Describe your experience with retargeting campaigns and any best practices you adhere to.	1 2 3 4 5	
10	How do you prioritize and handle multiple campaigns with varying goals simultaneously?	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	

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.