Ask A Seer Recruiter: Live Q&A

How to Prepare for (and Ace) Your Digital Agency Interview



# Who You'll Be Hearing From



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# What to expect in the next hour:

### **Presentation Discussion Topics:**

- Interview best practices
- How to leverage a virtual setting
- What digital agency recruiters look for in a candidate

## :20 Audience Q&A

Your turn to ask questions!

P.S - We have a member of Seer's People Team in the chat to answer your questions too!



At the start of 2021,

# 600,000 open digital marketing roles

<u>(LinkedIn)</u>



# Job Seekers have More Options...



Expanding reach due to remote environment



Aligning job with values vs. chasing salary



Negotiating against multiple offers



## Job Seeker's Market # Less Competitive Environment





# **Interview Preparation:**

What should a candidate do before every interview?



# Prepare to Ask and Answer Specific Questions



Start doing your homework on aspects of the job that you do NOT have experience with

Prepare 3+ company specific questions

Demonstrate that you've done your research on the company

Prepare 3+ anecdotes

Having several example stories ready-to-go will increase your confidence

2+ examples of professional weaknesses

And how you're working on improving them



# Research can be a Make-or-Break Between Two Candidates

## **Research the Company**

- Company Website
- Social Media
- Employment related sites
- Industry articles
- Awards & Recognition

### **Research the Interviewer**

- LinkedIn profile
- Employee Bio
- Thought Leadership

#### Research the Role

- Job description
- Team members about page
- Day in the life blogs or video



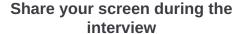
## Ace the (Virtual) Interview:

What are some interview best practices we can carry into any interview -- virtual or in-person?



## Take Advantage of Virtual Interviews





Show major credibility by walking through a real example



Use cheat sheets & do research in real-time

Keep your cheat sheet handy for a boost of confidence (but don't read off your notes!)



Alleviate the pressure of presenting

Speak from first-hand experience -- make use of being in the comfort of your own home



Exaggerated Enthusiasm is Effective When listening, nod and smile to show you are engaged

Use hand gestures when you're trying to convey passion & excitement

Don't be afraid to showcase your personality and hobbies

Actions Speak Louder than Words

Read X # of industry blogs per week

Completed Certifications in X & Y

Skills-based volunteering to gain experience



## Common Interview Mistakes to Avoid

**▼** Using 'I' and 'we' interchangeably

Doubt the validity of your experience & whether you're a team-player

Speaking poorly about others

Whether it's a previous employer, boss or client, interviewers tend to wonder "How would they speak about us if we weren't in the room?"

Disregarding Time Constraints

Most Common Mistake for the Presentation Portion of Seer's interview process

Claiming "I'm innovative" with no evidence

Be prepared to give three examples



# **Digital Agency Interview:**

What are digital agencies looking for in prospective candidates?



## Data



- Scope of your role & team
   How many people were on your team or group project?
- Metrics & measures of success
   Were you held to any daily/weekly KPIs? Did your team have annual goals?
- Quantify your day-to-day
   'Completed 3 Content audits per week' (even if it is approximate)
- Impact on efficiency & \$\$
   Did you streamline a process & save 2 hours/week? Did you recoup \$1K by onboarding a cheaper tool alternative?



## Learning & Teaching



- Intellectual Curiosity-- in any capacity
   Showcase your continued learning experience
- Teaching experience of any kind Peer Tutor, Teacher's Assistant, Mentor program, etc.
- Training is a big plus
   Internal training for new hires & interns,
   client-side training, exec team training, etc.



## Ability to Multitask



- Track Record for Juggling Multiple Tasks
   College athlete, primary caregiver, juggling a part-time job while going to school, etc.
- Passion for something beyond your 9-5
   Houseplants, live music, cooking (Ex: Aim to read 1 book/month for the past 3 years)
- Managing a side gig / volunteering
   Freelance web designer, photographer on the weekends, pro bono SEO work, etc.



## **Behavioral Interview:**

How do you judge answers to scenario-based questions?



## The Value of Behavioral Interviews



#### **Past Predicts Future**

Past behavior predicts how you'd approach a future situation



#### **Exposes what will be NEW**

What aspects of the job will you be encountering for the first time vs. will already be familiar to you



### **Evaluate Values-alignment**

Responses can be very revealing about how you approach tricky situations



## Teamwork/Collaboration

"Describe a time when you struggled to build a relationship with someone important. How did you eventually overcome that?"



# Adaptability & Time Management

"Do you have an example of a time that you failed to meet a deadline? What were the circumstances?"



# Communication & Client-facing

"Tell me about a time where you had to push a client in a different direction by leveraging data?"



#### Test these behavioral do's

Use the STAR method for stories

- Don't sell yourself short
- ✓ Pause before speaking

### Avoid these behavioral don'ts

Don't bad mouth past companies/colleagues

- Don't go on an irrelevant tangent
- Don't paint yourself as the hero 24/7



# Interview Follow-up:

How to create a lasting impression following the interview?



## Thank You Notes = Your Ace in the Hole



Don't write 1 generic email to everyone. Call out 2+ specific details RE: each interviewer

Give a first-hand glimpse into your work

Share links to your portfolio, Github, blog post, website you worked on, presentation slides, etc.

Share follow up examples after an interview

"Here's that case-study that I mentioned" will make you seem even more impressive

Show a little personality to humanize yourself

Doing a home project this weekend? Going away for the weekend? Got a new dog?



# Audience Q&A: It's your turn to ask questions!



What's the best way to approach a transition from corporate marketing to agency side?



I am not much of a "number" person, if they ask how I am going to measure my success, what should I say?



How do you answer this question: "Why are you looking for a new job?"



# Thank you for joining us!





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