

Ask A Seer Recruiter: Live Q&A

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



Who You'll Be Hearing From



LAUREN BOYD
Sr. People Operations Manager



CALOUA LOWE
Marketing Manager



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

(LinkedIn)



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 \neq Less Competitive Environment



Interview Preparation: What should a candidate do before every interview?



Prepare to Ask and Answer Specific Questions



Prepare based on job description

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



Prepare 3+ anecdotes

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



Prepare 3+ company specific questions

Demonstrate that you've done your research on the company



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



Share your screen during the interview

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

- ✓ **Make every interviewer feel special**

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?"*



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