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

(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 ≠ 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+ 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

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<thead>
<tr>
<th>Research the Company</th>
<th>Research the Interviewer</th>
<th>Research the Role</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company Website</td>
<td>LinkedIn profile</td>
<td>Job description</td>
</tr>
<tr>
<td>Social Media</td>
<td>Employee Bio</td>
<td>Team members about page</td>
</tr>
<tr>
<td>Employment related sites</td>
<td>Thought Leadership</td>
<td>Day in the life blogs or video</td>
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<tr>
<td>Industry articles</td>
<td></td>
<td></td>
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<tr>
<td>Awards &amp; Recognition</td>
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</tbody>
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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

**Disregarding Time Constraints**
Most Common Mistake for the Presentation Portion of Seer’s interview process

**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?”

**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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