

## Advertising Writer Interview Questions

1. Tell me how you organize, plan, and prioritize your work.

2. Share an effective method you have used to write to customers in their terms so that the sales message is readily received. Provide an experience.

3. Share an experience you had in dealing with a difficult person and how you handled the situation.

4. Share an experience in which you successfully shared a difficult piece of information. (Make sure that the candidate has open lines of communication.)

5. Share an experience when you applied new technology or information in your job. How did it help your company?

6. Give me an example of when you thought outside of the box. How did it help your employer?

7. Tell me about an experience in which you analyzed information and evaluated results to choose the best solution to a problem.

8. Share an example of a time you had to gather information from multiple sources. How did you determine which information was relevant?

9. How would you rate your writing skills? (Ask for an example that demonstrates great writing skills.)

10. Share an experience in which your attention to detail and thoroughness had an impact on your last company.

11. Share an example of when you went above and beyond the "call of duty". (Look for answers that show the candidate is dependable.)

12. Provide an example of a time when you were able to demonstrate excellent listening skills. What was the situation and outcome?

13. Name a time when your creativity or alternative thinking solved a problem in your workplace.

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14. Share an experience in which you wrote advertising copy for use by publication, broadcast, or internet media. How did you effectively promote the sale of goods and/or services?

15. Provide an experience in which discussing the product or advertising methods with a client helped you to be more effective in advertising.

16. Provide an example when your ethics were tested.

17. Describe how you vary the language and tone of messages based on product and medium.

18. Describe an effective method you have used to present drafts and ideas to clients.

19. Provide an experience in which consulting with sales, media, and/or marketing representatives helped you to write a more effective advertising copy.

20. How do you balance cooperation with others and independent thinking? Share an example. (Try to determine if the candidate has a cooperative attitude or is otherwise good-natured.)

21. Would you consider analyzing data or information a strength? How so?

22. Name a time when you identified strengths and weaknesses of alternative solutions to problems. What was the impact?

23. Please share an experience in which you presented to a group. What was the situation and how did it go?

24. Provide a time when you worked in a rapidly evolving workplace. How did you deal with the change? (Make sure the candidate is flexible.)

25. Tell me about an effective advertising campaign which you developed for a client.

26. Tell me about the last time you monitored or reviewed information and detected a problem. How did you respond?

27. Share a time when you willingly took on additional responsibilities or challenges. How did you

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successfully meet all of the demands of these responsibilities? (Make sure the candidate is a self-starter and can demonstrate some initiative.)

28. Describe an experience in which you successfully wrote articles, speeches, and/or other marketing and promotional material.

29. Share an example of when you established and accomplished a goal that was personally challenging. What helped you succeed?

30. Provide an example of a time when you successfully organized a diverse group of people to accomplish a task.