**✅ Interview Q&A Bank for Connor Readnour**

**1. Tell me about yourself.**

**Short:**  
“I’m a certified QA professional with over 10 years of IT experience across Salesforce Marketing Cloud, data analytics, and web applications. Most recently at Robert Half, I led QA for 25,000+ test cases validating email campaigns and journeys, ensuring flawless execution and compliance. I enjoy using technical tools like SQL and qTest combined with QA strategy to deliver business value.”

**Long:**  
“I started my career in QA and data analysis, working on web portals, enterprise applications, and later Salesforce Marketing Cloud. At Robert Half, I designed and executed over 25,000 test cases, validated hundreds of journeys and automations, and used SQL queries to ensure clean data. I also led UAT, collaborated with marketing and dev teams, and presented weekly QA reports. Along the way, I’ve built dashboards for executives and delivered web applications. My strength is blending technical expertise with clear communication so teams can make better decisions and deliver quality products.”

**2. What exceptional work have you done?**

**Short:**  
“At Robert Half, I validated over 25,000 test cases across email campaigns, ensuring compliance and seamless functionality. At PINCHME, I built executive dashboards that gave the CEO and CFO real-time insights into product and financial health.”

**Long:**  
“One example I’m proud of was at Robert Half, where I managed QA for a high volume of email campaigns in Salesforce Marketing Cloud. I executed and tracked over 25,000 test cases, validated data with SQL queries, and supported A/B testing to improve open and click-through rates. Another was at PINCHME, where I developed dashboards that gave executives visibility into key success metrics. These insights directly informed strategy at the CEO and CFO level. Both projects highlight my ability to ensure quality and deliver data-driven insights that impact the business.”

**3. What is your QA experience?**

**Short:**  
“I’ve led full-cycle QA including unit, regression, UAT, and A/B testing. I’ve worked in Salesforce Marketing Cloud, Salesforce applications, and enterprise software, using tools like Jira, Azure DevOps, and qTest.”

**Long:**  
“My QA background spans marketing platforms, Salesforce applications, and enterprise systems. At Robert Half, I focused on Salesforce Marketing Cloud QA — validating dynamic data, journeys, and automations. At CPSC Solutions, I wrote and executed test cases for Salesforce Cloud Pages in Azure DevOps, covering regression and UAT. At Applied Systems, I integrated automated test suites into CI/CD pipelines, helping deliver faster releases. Across roles, I’ve used Jira, qTest, and SharePoint for defect tracking and requirements, while also leveraging SQL for validation.”

**4. How do you ensure data accuracy?**

**Short:**  
“I validate using SQL queries to check record counts, nulls, and duplicates. I also cross-check test results against requirements and collaborate with business stakeholders to confirm accuracy.”

**Long:**  
“Ensuring data accuracy has been critical in both QA and analytics roles. At Robert Half, I used SQL in Salesforce Marketing Cloud Query Studio to check record counts, identify null values, and spot duplicates in data extensions. At PINCHME, I built SQL reports on multimillion-row databases, ensuring calculations and KPIs matched business expectations. My process combines technical validation — like writing SQL queries — with business alignment, confirming that results reflect the intended logic.”

**5. Tell me about a time you led UAT.**

**Short:**  
“At Robert Half, I led UAT for client-facing marketing emails, validating styling, data logic, and compliance. I worked directly with marketing stakeholders to confirm everything aligned with business requirements.”

**Long:**  
“One project at Robert Half involved UAT for a major client email journey. I coordinated with marketing and dev teams, validated styling, data logic, dynamic fields, and ensured compliance standards were met. I tracked test results in Azure DevOps and summarized findings in weekly QA reports. By catching issues early, we avoided campaign delays and ensured a smooth rollout.”

**6. How do you handle tight deadlines?**

**Short:**  
“I prioritize by risk, focusing first on high-impact areas. I also communicate blockers quickly and use status reports to keep everyone aligned.”

**Long:**  
“At Robert Half, we frequently faced tight campaign deadlines. I managed this by prioritizing high-risk test cases first — like dynamic data and CTA validation — and then moving to lower-risk areas. I also delivered weekly QA status reports highlighting blockers so stakeholders could address them quickly. This approach allowed us to meet deadlines without sacrificing quality.”

**7. Tell me about a time you collaborated cross-functionally.**

**Short:**  
“At Robert Half, I aligned with marketing and dev teams during UAT.”

**Long:**  
“At Robert Half, I collaborated with marketing requestors, ensuring that email styling and logic matched specifications. I also worked with developers to troubleshoot issues and present updates in weekly QA reports. Across roles, I’ve learned to bridge technical detail with business priorities.”

**8. What’s your experience with automation?**

**Short:**  
“I’ve used SQL and scripts to automate validation of marketing data, saving significant manual effort.”

**9. Describe a time you solved a complex problem.**

**Short:**  
“At Applied Systems, I researched data conversion bugs, collaborated with implementation teams, and created workflow documentation that helped resolve recurring issues.”

**Long:**  
“One example was at Applied Systems. We encountered recurring data conversion bugs during ETL processes. I dug into the issue by writing SQL queries to trace data flow, identified where records were failing, and collaborated with the implementation team on fixes. I also documented workflows and troubleshooting steps, which became a department-wide reference. This not only solved the immediate bug but prevented similar issues in the future.”

**10. What tools do you use in QA?**

**Short:**  
“I’ve used Jira, Azure DevOps, qTest, SharePoint, and Excel for test management and defect tracking. For validation, I rely on SQL, Salesforce Query Studio, and Chrome Dev Tools.”

**Long:**  
“My toolset includes Jira, qTest, Azure DevOps Test Plans, and SharePoint for managing requirements and defects. In Salesforce Marketing Cloud, I worked in Content Builder, Journey Builder, and Automation Studio. For validation, I use SQL across SQL Server, MySQL, and Presto, along with Query Studio in SFMC. I also use Chrome Dev Tools for front-end validation and Lucidchart for workflows. Having experience across QA, data, and dev tools allows me to adapt quickly to project needs.”

**11. What’s your approach to writing test cases?**

**Short:**  
“I analyze requirements, identify positive and negative paths, and focus on both functionality and edge cases. I trace each test case back to user stories.”

**Long:**  
“At CPSC Solutions, I analyzed requirements and user stories in Jira and SharePoint, then wrote detailed test cases in Azure DevOps. I always trace cases back to requirements to ensure coverage. My test design includes functional paths, edge cases, and usability checks. For marketing QA, I also test dynamic data scenarios and compliance fallbacks. This ensures we’re not only validating happy paths but also potential break points.”

**12. How do you ensure clear communication?**

**Short:**  
“I tailor my communication — technical details for developers, high-level summaries for business. I also use status reports to keep everyone aligned.”

**Long:**  
“At Robert Half, I sent weekly QA reports summarizing test status and blockers. These reports gave stakeholders a clear, non-technical snapshot while providing developers with the detail needed to resolve issues. I also adjust how I present findings depending on the audience — using technical language with dev teams, but plain business terms with marketing stakeholders. This ensures everyone gets the information they need to act quickly.”

**13. What strategies have you used for process improvement?**

**Short:**  
“I’ve built dashboards, automated validation tasks, and improved reporting processes like weekly QA status emails.”

**Long:**  
“At PINCHME, I introduced dashboards that replaced manual reporting, saving hours of work while providing real-time insights to executives. At Applied Systems, I helped integrate automated test suites with CI/CD, which improved deployment speed. At Robert Half, I streamlined QA communication with weekly reports that highlighted blockers early, preventing last-minute fire drills. Across roles, I look for ways to make processes more efficient and scalable.”

**14. How do you keep your skills sharp?**

**Short:**  
“I pursue certifications, like ISTQB and Salesforce, and regularly practice with SQL, JavaScript, and Salesforce tools.”

**Long:**  
“I’ve earned multiple certifications, including ISTQB Foundation Level, Salesforce Marketing and AI Associate, and Microsoft Database Fundamentals. I stay current by practicing with SQL, JavaScript, and Salesforce platforms, and I also read QA and data analytics forums. For me, continuous learning is key to adapting in fast-changing tech environments.”

**15. Why should we hire you?**

**Short:**  
“I bring a mix of deep QA expertise, Salesforce Marketing Cloud knowledge, and strong data skills. I can ensure quality while also delivering insights that drive business outcomes.”

**Long:**  
“I bring a rare combination of QA, Salesforce, and data analysis experience. I’ve validated hundreds of campaigns in Salesforce Marketing Cloud, led UAT, and ensured data accuracy through SQL. I’ve also built dashboards and created documentation that improved team efficiency. What sets me apart is my ability to work across technical and business teams — ensuring quality while helping the business make smarter, data-driven decisions. I believe I can make an immediate impact here.”

**How have you implemented improvement?**

-At Robert Half I authored a confluence page with the most common bugs listed by platform/tool (litmus, content builder, outlook, gmail etc) and shared this with the marketing and QA teams. I kept this list updated frequently and everyone would reference this list when encountering those bugs, saving a lot of time and effort for everyone.