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1. Which of the following statements regarding how to present a portfolio is true? 1 / 1 point

- ☒ Portfolio websites can be created using website builders like Google Sites or Wix
- ☐ Websites typically take more time to create than slideshow presentations
- ☐ Portfolios typically only contain paintings or photographs
- ☐ There is one best form to present a portfolio.

☒ Correct

2. An applicant submits their CV as part of the hiring process. What is included in a CV? 1 / 1 point

- ☐ A one to two-page document that provides an applicant's background, skills, and accomplishments
- ☐ A short history of an applicant's hobbies and interests
- ☐ Supporting material, graphics, and examples of an applicant's professional history
- ☒ A complete history of an applicant's academic credentials and professional experience

☒ Correct

3. What tip will help when organizing your projects in a portfolio? 1 / 1 point

- ☒ Include projects that best demonstrate your skills at the beginning of your portfolio
- ☐ Explain how each project relates to the digital marketing or e-commerce industry
- ☐ Identify mistakes you made during the project and what you would do differently
- ☐ Include a few example images to prevent a lengthy portfolio

☒ Correct

4. What typically makes a follow-up interview different from a preliminary interview? 1 / 1 point

- ☒ More in-depth, formal, and features team members
- ☐ More fast paced, formal, and features a recruiter
- ☐ More fast paced, informal, and features team members

☐ More in-depth, informal, and features a recruiter

☒ Correct

5. While doing pre-interview research, a candidate creates a list of common interview questions. How should the candidate find these common interview questions? 1 / 1 point

- ☐ By asking someone in a similar role at the company to share a detailed description of the role
- ☐ By exploring the company's website to learn about its values, achievements, and company culture
- ☒ By comparing information from different sources to get a general idea of the most common questions asked
- ☐ By contacting the interviewer on LinkedIn and asking them for common questions to expect in the interview

☒ Correct

6. During an interview, it is important to share information about yourself to build a relationship. What should you also remember when sharing your interests during an interview? 1 / 1 point

- ☐ Suggest questions for the interviewer to ask
- ☐ Be casual and ask personal questions
- ☐ Listen and learn about the company without asking questions
- ☒ Be professional and respect personal boundaries

☒ Correct

7. During an interview, you answer a question by saying, "I developed a social media campaign for the new online store. My goal was to draw traffic to the new site and attract a new audience." What did you do according to the STAR method? 0 / 1 point

- ☒ Explain the result
- ☐ Introduce the situation
- ☐ Describe the task
- ☐ Discuss the action

☒ Incorrect

Please review [the video on strategies to answer interview questions](#).

8. Which of the following is an example of showing excitement when delivering an elevator pitch? 1 / 1 point

- ☐ "I have strengthened my skills by exploring new responsibilities in social media management while overseeing several email campaigns."
- ☒ "I love working with a team and collaborating to create interesting concepts. Getting to know my colleagues and learning about their work inspires and motivates me."
- ☐ "I have been a graphic designer for over two years. In my role, I create designs for social media posts, newsletters, and brochures."
- ☐ "I have been a social media coordinator for three years. I create social media content and maintain a consistent brand presence across social media platforms such as LinkedIn."

☒ Correct

9. A marketer has experience in many different areas and works in a multifaceted role. What marketing role does this best describe? 1 / 1 point

- ☐ An executive role
- ☐ A specialist role
- ☒ A generalist role
- ☐ A freelancer role

☒ Correct

10. Which of the following is true about agencies? 1 / 1 point

- ☐ Agencies typically work with one client over a long period.
- ☐ Agencies maintain full transparency between team members and clients.
- ☒ Agencies often work independently from the business they have been hired by.
- ☐ Agencies commonly allow team members to choose their assignments.

☒ Correct