**STAR Responses**

| **Experiences that demonstrate my skills**:   1. Helped adapt Tiny Tot’s social media strategy to focus more on child safety efforts, which led to an increase in enrollment 2. Researched and implemented Hootsuite software for organizing Tiny Tot’s social media content, saving time by streamlining processes 3. Completed the Google Career Certificate in Digital Marketing and E-commerce, demonstrating my eagerness to learn and grow my knowledge and skill set | |
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| **Question 1:** Describe a time when you used your communication skills to help solve a problem. | |
| **Situation** | When I was a Marketing Assistant at Tiny Tots Preschool Group, the schools experienced a decline in enrollment. The market research team determined that a number of parents were opting for at-home caregivers over preschool due to safety concerns. |
| **Task** | I was part of a team tasked with communicating to parents in the community about all of the child safety measures we took in our preschools. I was put in charge of the social media portion of the marketing campaign. |
| **Action** | I developed a series of articles detailing the different ways we addressed child safety in our preschools, from the physical learning environment to social interaction to our working culture. I posted these articles on each of our social media profiles over the course of several weeks and engaged with the customers who posted comments by responding to them and answering their questions. |
| **Result** | The month I posted the articles, engagement with our social media accounts increased by 21%. In the two months that followed our campaign, enrollment in our preschools increased by 16%. When we asked 57 new customers why they chose to enroll their children at our school, 38 of them mentioned that they had read the articles on social media and were impressed with the safety measures we were taking at our schools. |
| **Question 2:** Tell me about a major change you made to an old marketing process or strategy and the effects it had. | |
| **Situation** | When I first started working at Tiny Tots Preschool Group, all of the social media planning and publishing was organized using a calendar created in a spreadsheet. As our social media presence grew, it became more difficult and time-consuming to maintain this calendar, manually publish each post, and keep track of all of our posts’ performance. |
| **Task** | After working at Tiny Tots for a year, I was put in charge of scheduling and publishing all social media posts. I wanted to find a way to make the process more efficient. |
| **Action** | I researched different social media management software options and found that utilizing a tool like Hootsuite would offer us many benefits. It would allow us to schedule and publish posts to multiple social media accounts at once and would streamline the review and approvals process among the team. Additionally, it would allow us to monitor our social media activity, engage with our followers, listen to our audience, and track our performance. I presented the benefits of using this software to my manager. |
| **Result** | My manager agreed that this software would be beneficial for organizing our social media content, and she obtained approval for implementing it. After that, I used Hootsuite to organize all of our social content and found that most related tasks took about half the time they previously did. Members of the team also remarked that they appreciated how much more streamlined and collaborative the software made these processes. |

**Common Behavioral Interview Questions for Marketers**

1. Describe one of your most effective campaigns. What made it so effective?
2. Describe a time you worked with a team to create a campaign with a limited budget.
3. What is an example of a marketing-related goal you achieved? What steps were involved with your accomplishment?
4. Describe a time you took a digital marketing risk.
5. Have you ever had to market a product or brand you weren’t passionate about?
6. Tell me about a major change you made to an old marketing process or strategy and the effects it had.
7. Describe a time when you used your communication skills to help solve a problem.
8. Describe a time when your team or company went through a change. How did that impact you, and how did you adapt?
9. Tell me about a time you made a mistake. How did you deal with the situation?
10. Give me an example of a time you managed numerous responsibilities. How did you handle that?
11. Give me an example of a time when you were able to successfully persuade someone to see things your way at work.
12. Tell me about a time you had to solve a problem where requirements were ambiguous. Describe your process.
13. Tell me about a time you faced a conflict and how you dealt with it.
14. Tell me about a time you had to make a decision under pressure and time constraints.
15. Share a professional challenge you encountered and how you handled it.