

# Darion Creative Agency — Expansion Plan (New 5 Roles)

**Version: 1.0 | Designed for Team Size: 10 Members**

Your current 5 roles already cover the core production, but the weak points are:

- No specialized copywriter (strategist is overburdened)
- No project ops person (timelines slip when team grows)
- No dedicated ads operator (growth hacker can't scale alone)
- No dedicated backend/app specialist
- No motion graphics/3D when scaling creative output

To fix these gaps, here are the **5 new positions** you should hire:

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## 1. Content Strategist & Copywriter

(Reports to: Strategist & Producer)

### Why you need this role

Your Strategist is overloaded handling clients + briefs + copy.

A dedicated content strategist makes your marketing 2x faster and more consistent.

### Core Responsibilities

- Write ad copy, website copy, scripts, captions, email funnels
- Create content calendars for clients
- Support Growth Hacker with conversion-focused messaging

- Prepare interview questions for Creator's shoots
- Work with Visualist for landing page UX copy

## Skill Set

- Copywriting
- Social media strategy
- Basic SEO
- Research

This role **reduces workload** on both Strategist & Growth Hacker.

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## 2. Project Manager / Operations Coordinator

(Reports to: Strategist & Producer)

### Why you need this

As your agency hits 10 members, timelines will collapse without a dedicated ops manager.  
This person ensures **delivery**, not creativity.

### Core Responsibilities

- Daily follow-ups with team
- Track tasks in ClickUp
- Create SOPs, schedules, and delivery timelines
- Coordinate offline marketing (print, events, vendors)
- Maintain the DCA Operating System discipline

## Skill Set

- Strong organization
- Communication
- Experience with PM tools
- Client coordination

This role **protects productivity** and prevents chaos.

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## 3. Backend Developer / API Engineer

(Reports to: Tech Lead)

### Why you need this role

Your Tech Lead currently does everything (frontend, hosting, integrations).

To scale web apps, dashboards, AI tools, and automation, you need **backend capability**.

### Core Responsibilities

- Build servers (Node/FastAPI)
- Database architecture
- Authentication systems
- API integrations
- Support mobile app backend (FlutterFlow/React Native)

## Skill Set

- Python/Node.js
- PostgreSQL/MongoDB

- API design
- Cloud deployment (Vercel, AWS optional)

This frees Tech Lead for **architecture + high-value dev work**.

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## 4. Ads Specialist (Performance Marketer)

(Reports to: Growth Hacker)

### Why you need this

Your Growth Hacker is managing strategy + analytics + automation + ads.  
Impossible to scale. A dedicated media buyer takes over execution.

### Core Responsibilities

- Optimize Meta/Google ads daily
- A/B testing audiences & creatives
- Build retargeting funnels & LAL audiences
- Report weekly performance
- Work with Visualist to create conversion-ready creatives

### Skill Set

- Media buying
- Analytics (GA4, Meta Insights)
- ROAS-focused strategy

This role **doubles your marketing output**.

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# 5. Motion Graphics & 3D Artist

(Reports to: Visualist + Creator)

## Why you need this

Your Creator handles shooting + editing.

Your Visualist handles UI/UX + branding.

But no one handles **animations**, which modern agencies MUST offer.

## Core Responsibilities

- Logo animations
- UI motion for app prototypes
- Explainer videos
- 2D/3D animations
- Ad animation for client campaigns

## Skill Set

- After Effects / Blender
- Motion design
- Storyboarding
- Graphic design basics

This role **elevates quality** and makes your content premium.

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# FINAL 10-PERSON AGENCY STRUCTURE

## **Leadership**

1. Strategist & Producer (Lead)

## **Tech Department**

2. Tech Lead (Full-Stack / No-Code)
3. Backend Developer (NEW)

## **Creative Department**

4. Visualist (Brand/UI Designer)
5. Motion Graphics & 3D Artist (NEW)
6. Creator (Video Specialist)

## **Growth Department**

7. Growth Hacker (Digital Marketing Lead)
8. Ads Specialist (NEW)

## **Content & Communications**

9. Content Strategist & Copywriter (NEW)

## **Operations**

10. Project Manager / Ops Coordinator (NEW)

# **INTERVIEW SYSTEM OVERVIEW (Same for all roles)**

Each role has **4 stages**:

## **Stage 1 — Screening Round (10 minutes)**

Basic fit, communication, intent.

## **Stage 2 — Skill Assessment (Practical Task)**

A small task customized per role.

## **Stage 3 — Technical Interview (Deep Questions)**

Checks skill depth & thinking process.

## **Stage 4 — Culture Fit Round (DCA-OS Alignment)**

Ensures they match Darion values:

- async-first
- clear handoffs
- ownership
- no surprise problems

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## **ROLE 1: Content Strategist & Copywriter**

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### **Stage 1 — Screening Round Questions**

1. What type of content do you enjoy creating the most?

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2. Explain a campaign where your writing directly impacted conversions.
  3. How do you research user intent before writing?
  4. Rate your strength in: long-form, short-form, ad copy, scripts.
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## Stage 2 — Skill Test

### Task:

Write the following in 20 minutes:

1. **Landing page headline** for an app that teaches AI to kids.
2. **Instagram caption** promoting a new café.
3. **30-second video script** for a client promo.

## Evaluation

- Clarity
  - Persuasion
  - Creativity
  - Brevity
  - Storytelling
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## Stage 3 — Technical Interview Questions

### Copywriting

1. What is your framework for writing high-conversion ads?

2. Difference between a headline and a hook?
3. Explain AIDA and PAS frameworks with examples.
4. How do you adjust tone for different audiences?

## **Content Strategy**

5. How do you build a 30-day content calendar?
6. Describe your research process before writing.
7. How do you measure content performance?

## **Collaboration**

8. How do you work with designers and marketers?
  9. How do you handle client revisions?
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## **Stage 4 — Culture Fit Questions**

- What do you do if a deadline is at risk?
  - How do you ensure clear handoffs?
  - Are you comfortable with async communication?
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## **ROLE 2: Project Manager / Operations Coordinator**

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## **Stage 1 — Screening Questions**

1. Have you managed multiple creative teams before?
  2. What tools have you used (ClickUp, Notion, Trello, etc.)?
  3. What's the hardest project you ever coordinated?
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## **Stage 2 — Skill Test**

### **Task:**

Given 1 project (website), 5 roles, and 14 days timeline —

**Create a project schedule** with due dates, dependencies, and handoffs.

### **Evaluation**

- Clarity
  - Realistic timelines
  - Understanding of workflow
  - Communication style
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## **Stage 3 — Technical Questions**

### **Project Management**

1. What do you do if two tasks are delayed on the same day?
2. How do you resolve conflicts between team members?
3. How do you track progress in an async environment?

### **Operational Thinking**

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4. How do you manage offline vendor deadlines?
  5. Give an example of how you prevented a project failure.
  6. Explain “definition of done” in your own words.
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## **Stage 4 — Culture Fit**

- How do you handle last-minute client changes?
  - How do you maintain DCA naming conventions?
  - Are you comfortable being the person everyone relies on?
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# **ROLE 3: Backend Developer / API Engineer**

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## **Stage 1 — Screening Questions**

1. What backend stack do you specialize in?
  2. Have you built authentication systems before?
  3. What is the largest database project you've handled?
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## **Stage 2 — Skill Test**

### **Task:**

Build a simple API in 30 minutes:

- Endpoint: `/login`
- Accepts: email + password
- Returns: success + JWT token

Or as a written assignment:

Explain the backend architecture for a simple booking app.

## Evaluation

- Syntax correctness
  - Security awareness
  - API structure
  - Logical thinking
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## Stage 3 — Technical Questions

### Backend Logic

1. Difference between REST and WebSockets?
2. Explain middleware with examples.
3. How to secure an API endpoint?

### Databases

4. SQL vs NoSQL — when do you choose what?
5. Explain indexes and why they matter.
6. How do you optimize slow queries?

## **Architecture**

7. Explain MVC and microservices.
  8. How would you design an app like “Zomato backend-lite”?
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## **Stage 4 — Culture Fit**

- How do you communicate timeline risks?
  - Are you comfortable asking for clarity before coding?
  - Do you follow design-first workflows (Figma is Truth)?
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## **ROLE 4: Ads Specialist (Performance Marketer)**

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### **Stage 1 — Screening Questions**

1. What type of campaigns do you run most often?
  2. What's your highest ROAS campaign?
  3. Which platforms do you prefer — Meta or Google?
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### **Stage 2 — Skill Test**

#### **Task:**

Given a fictional brand (e.g., a new fitness app):

1. Define the target audiences (3 groups).
2. Create 3 ad copy variations.
3. Suggest 2 creatives.
4. Propose a ₹20,000 budget split.

## Evaluation

- Targeting accuracy
  - Understanding of funnel
  - Budgeting
  - Clarity of strategy
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## Stage 3 — Technical Questions

### Campaign Logic

1. Difference between TOF, MOF, BOF.
2. How do you run A/B tests properly?
3. Explain CPA, CPC, CTR, ROAS.

### Optimization

4. What do you do when a campaign is not spending?
5. How do you reduce CPA?
6. How do you use custom and lookalike audiences?

### Reporting

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7. What metrics matter most for performance campaigns?
  8. How often do you optimize a running campaign?
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## **Stage 4 — Culture Fit**

- Can you coordinate with creators for ad production?
  - Can you handle weekly reporting without reminders?
  - How do you handle unexpected drops in ad performance?
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# **ROLE 5: Motion Graphics & 3D Artist**

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## **Stage 1 — Screening Questions**

1. What tools do you use (AE, Blender, Fusion, etc.)?
  2. Show your best 3 motion design projects.
  3. Are you comfortable working with UI animations?
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## **Stage 2 — Skill Test**

### **Task:**

Create a **5–7 second logo animation OR a UI micro-interaction animation.**

## Evaluation

- Smoothness
  - Timing
  - Creativity
  - Brand understanding
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## Stage 3 — Technical Questions

### Motion & Animation

1. Explain easing — why is it important?
2. How do you animate a logo in a premium style?
3. Difference between 2D and 3D workflows?

### Tools & Techniques

4. How do you manage heavy render files?
5. Explain your composition workflow.
6. Explain keyframes, curves, and graph editor usage.

### Collaboration

7. How do you work with the Visualist?
  8. How do you handle client revisions?
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## Stage 4 — Culture Fit

- Are you okay with async reviews?
  - Can you deliver 3 versions by a deadline?
  - How do you prevent render delays and file corruption?
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Here are the **complete Role Scorecards** for all 5 new positions at **Darion Creative Agency**.  
Each scorecard includes:

Skills breakdown  
Weightage (%)  
Scoring rubric (1–5 scale)  
Final evaluation sheet (out of 100)  
Pass/Fail criteria

These scorecards make hiring **objective, consistent, and unbiased** for every role.

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## ROLE 1 — Content Strategist & Copywriter

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## Scorecard Category Weightage

Category	Weight
Writing Skill (Ads, Scripts, Captions)	35%
Content Strategy (Research, Planning)	25%
Communication & Collaboration	20%
Creativity & Storytelling	10%
Culture Fit (DCA-OS Alignment)	10%

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## Rubric (Scored 1–5)

**1 = Poor, 5 = Exceptional**

### 1. Writing Skill

- 1: Errors, low clarity
- 3: Good clarity, structured
- 5: High-converting, punchy, premium

### 2. Strategy

- 1: No understanding of user intent
- 3: Basic content planning

- 5: Full funnel understanding & strategic messaging

### 3. Communication

- 1: Struggles to explain ideas
- 3: Clear communication
- 5: Professional, client-ready

### 4. Creativity

- 1: Basic ideas
- 3: Original
- 5: Viral-quality thinking

### 5. Culture Fit

- 1: Doesn't follow structure
  - 3: Understands async work
  - 5: Fully aligns with Darion Creative values
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## Final Score Formula

Score =

$$(WS \times 0.35) + (CS \times 0.25) + (COM \times 0.20) + (CR \times 0.10) + (CF \times 0.10)$$

**Hiring Rule:**

**Pass if score  $\geq 75$**

**Fail if score  $< 75$**

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# **ROLE 2 — Project Manager / Operations Coordinator**

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## **Scorecard Category Weightage**

<b>Category</b>	<b>Weight</b>
Project Planning & Scheduling	35%
Communication & Coordination	25%
Problem Solving	20%
Process Discipline	10%
Culture Fit	10%

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## **Rubric (1–5)**

### **1. Planning**

- 1: Unrealistic timelines
- 3: Decent project map
- 5: Excellent timelines, dependencies, handoffs

## **2. Communication**

- 1: Unclear
- 3: Clear progress updates
- 5: Highly organized, professional

## **3. Problem Solving**

- 1: Panics under pressure
- 3: Handles moderate issues
- 5: Anticipates risks & solves early

## **4. Process**

- 1: No structure
- 3: Basic PM knowledge
- 5: Lives by SOPs, naming conventions, documentation

## **5. Culture Fit**

- 1: Needs micromanagement
  - 3: Works independently
  - 5: Strong ownership + async discipline
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## **Final Score Formula**

$$(PL \times 0.35) + (COM \times 0.25) + (PS \times 0.20) + (PROC \times 0.10) + (CF \times 0.10)$$

**Pass: ≥ 80**

**Fail: < 80**

PM role demands very high clarity, so bar is higher.

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## **ROLE 3 — Backend Developer / API Engineer**

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### **Scorecard Category Weightage**

<b>Category</b>	<b>Weight</b>
Technical Skill (APIs, DB, Auth)	45%
Problem Solving & Architecture	25%
Code Quality & Security	15%

Communication	10%
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| Culture Fit | 5% |

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## Rubric (1–5)

### 1. Technical Skill

- 1: Cannot build basic APIs
- 3: Can build working backend systems
- 5: Professional-level backend + secure + scalable

### 2. Architecture Thinking

- 1: No structure
- 3: Can design simple systems
- 5: Can design full products (SaaS, apps, dashboards)

### 3. Security & Code Quality

- 1: No security
- 3: Basic validation & error handling
- 5: Proper standards, JWT, hashing, rate limiting

### 4. Communication

- 1: Rambling or unclear

- 3: Understandable
- 5: Explains architecture cleanly

## 5. Culture Fit

- 1: Rogue coding habits
  - 3: Follows Figma-first approach
  - 5: Excellent documentation attitude
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## Final Score Formula

$(TS \times 0.45) + (ARCH \times 0.25) + (CQ \times 0.15) + (COM \times 0.10) + (CF \times 0.05)$

**Pass:  $\geq 78$**

**Fail:  $< 78$**

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## ROLE 4 — Ads Specialist (Performance Marketer)

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### Scorecard Category Weightage

Category	Weight
Campaign Strategy & Targeting	40%

Analytics & Optimization	30%
Ad Copy & Creative Understanding	15%
Communication	10%
Culture Fit	5%

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## Rubric (1–5)

### 1. Campaign Strategy

- 1: Incorrect audiences
- 3: Decent understanding
- 5: Strong funnel-based targeting

### 2. Optimization

- 1: No idea how to fix underperforming ads
- 3: Basic cost control
- 5: ROAS-focused, data-driven

### 3. Creative Understanding

- 1: Weak ad direction
- 3: Decent suggestions

- 5: Strong hooks, angles, story

#### 4. Communication

- 1: Hard to work with
- 3: Clear updates
- 5: Weekly reporting ready

#### 5. Culture Fit

- 1: No clarity
  - 3: Basic alignment
  - 5: Fully aligned with DCA systems
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### Final Score Formula

$$(CS \times 0.40) + (AN \times 0.30) + (CR \times 0.15) + (COM \times 0.10) + (CF \times 0.05)$$

**Pass:  $\geq 75$**

**Fail:  $< 75$**

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## ROLE 5 — Motion Graphics & 3D Artist

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### Scorecard Category Weightage

Category	Weight
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Motion Design & Animation Skill	40%
Creativity & Visual Quality	25%
Software Skill (AE / Blender)	15%
Collaboration with Visual Team	10%
Culture Fit	10%

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## Rubric (1–5)

### 1. Motion Skill

- 1: Basic transitions only
- 3: Smooth, professional animations
- 5: Premium-level motion graphics

### 2. Creativity

- 1: Basic
- 3: Good concepts
- 5: Agency-level originality

### 3. Tools

- 1: Cannot use graph editor

- 3: Comfortable with AE
- 5: Advanced AE + Blender + expressions

#### 4. Collaboration

- 1: Poor communication
- 3: Good with feedback
- 5: Understands UI/UX + editor workflow

#### 5. Culture Fit

- 1: Late deliveries
  - 3: Good discipline
  - 5: Strong DCA alignment
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### Final Score Formula

$$(MA \times 0.40) + (CR \times 0.25) + (TO \times 0.15) + (CO \times 0.10) + (CF \times 0.10)$$

**Pass:**  $\geq 76$

**Fail:**  $< 76$

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## MASTER HIRING SHEET (For All 5 Roles)

**Candidate Name:**

**Role:**

**Interviewer:**

Category	Weight	Score (1–5)	Weighted Score
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Category 1 %

Category 2 %

Category 3 %

Category 4 %

Category 5 %

**Total** % **/100**

**Final Decision:** Hire / Don't Hire

**Notes:**