

HOW TO ACE YOUR JOB INTERVIEW

COMMON QUESTIONS and HOW to ANSWER

Could you tell me about yourself?

Strategy: Don't recite your resume. Tell a story. Hook them with a unique opening. Share a defining moment. Then tie it to your passion for the role.

Example: As a kid, I started a lemonade stand and loved the thrill of making a sale. That spark led me to study marketing and land my dream internship at a top agency. There, I created a viral campaign that doubled sales for a struggling client, proving I can turn creativity into results. Now, I'm excited to bring that same passion and impact to this role.

What are your strengths?

Strategy: Share a strength that's crucial for the role. Back it up with numbers. Show how it'll directly benefit them.

Example: I have a talent for analyzing data to uncover insights others miss. In my last role, I dove deep into our sales metrics and identified a key trend that led to a 20% increase in revenue when we adjusted our strategy. I'm confident I can use this strength to help your team make data-driven decisions that drive serious growth.

What's your greatest weakness?

Strategy: Focus on a skill that's not in the job description. Show self-awareness and a commitment to growth. Tell how you're working on it.

Example: I've always been a bit of a perfectionist, which has led me to overthink decisions sometimes. But I've learned that done is often better than perfect. So now, I break projects into smaller milestones, set hard deadlines, and force myself to keep moving forward. It's a work in progress, but I've already seen a 30% increase in my productivity.

How do you handle stress or pressure?

Strategy: Tell a compelling story. Highlight your go-to-strategies for staying calm and productive. Show how you lead by example.

Example: Last year, I was leading a major product launch when we hit some last-minute snags that almost derailed everything. The pressure was intense. But I stayed focused, rallied the team, and broke the problem into manageable chunks. I led by example, taking

short breathers to recharge but staying late to troubleshoot. In the end, we launched on time and even earned kudos from the CEO.

What are your salary expectations?

Strategy: Show you've done your homework. Give a range, not a number. Emphasize your flexibility and focus on value.

Example: I've researched salaries for similar roles, and I'm looking for something in the \$X to \$Y range. I'm confident that if I'm the right fit for this position, we'll be able to come to a compensation agreement that works well for both of us. For me, the most important thing is finding an opportunity where I can make a real impact and grow with a great team.

Can you tell me about the gap in your resume?

Strategy: Be upfront but brief. Pivot to any skills or experiences you gained. Show excitement about returning to work.

Example: After my department was restructured, I decided to take some time to focus on my family and recharge. But I also used that period to sharpen my skills. I took online courses in agile project management and earned my PMP certification. I even took on some freelance projects to keep my industry knowledge fresh. Now, I'm excited to dive back in and bring new energy to a full-time role.

SMART QUESTIONS to ASK YOUR INTERVIEWER

About the Role:

What would be my top priorities for this role in the first 90 days?

What metrics will be used to measure my success in the role?

What are the biggest challenges I might face in this position?

About the Company:

What are the company's plans for growth in the next few years?

What gets you excited about the company's future?

How has the company changed since you joined?

About the Culture:

What does your employee onboarding process look like?

What do new employees find surprising after they start?

How does the company handle feedback from employees?

Closing Questions:

Is there anything else I can clarify about my fit for this role?

What haven't I asked that would be important to know?

What are the next steps and when can I expect to hear back?