



# JOB INTERVIEW GUIDE

Quick tips to get you ready  
for your next interview.

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# TOP 5 COMMON MISTAKES

Have you been going on numerous job interviews without landing your dream job? You might be making one of these 5 common interview mistakes without knowing.

## 1 Trying to be all things to all people.

You need to clearly know what job you are interviewing for, and highlight your qualifications accordingly.

## 2 Winging the interview.

Don't go in cold, prepare! Research the company, team and position. There are so many great resources available to help you: company websites, LinkedIn and Glassdoor, just to name a few.

## 3 Concentrating too much on what you want.

It's important to highlight what you have to offer the company, and how it can align with their goals.

## 4 Forgetting to set yourself apart from other candidates.

Think about what you have to offer that's unique and will benefit the team.

## 5 Failing to ask for the job!

So many people forget to end the interview by conveying their level of interest and enthusiasm for the role, company and working with the team to seal the deal.

# HOW TO STAND OUT?

Many candidates can be interviewing for the same position. Here are some ways you can stand out and leave the interview making a positive and lasting impression.

**Start off memorable.** The interview starts when you enter the building. Professionally greet and engage with the receptionists, assistants...anyone you might come in contact with during the process. Making a good first impression on the entire team can go a long way.

**Dress to impress.** Put in the time to research the companies' culture and environment. Check out their websites and social media channels to get a feel for the employees' attire. You always want to take it to the next level for an interview with professional, polished attire and an overall well-groomed appearance.

**Portfolios aren't just for designers!** Bring your skills to life by creating a unique way to showcase your previous design, marketing, copy, analysis, project management or programming experience.

**Detailed interview answers.** Don't just say I've done the job in the past or list your skills. Take them through your process and the role you played in a specific project showing how it aligns with the job at hand. This is your opportunity to tell your story!

**Creative leave behind.** Leave them with something to remember you by that goes beyond just putting your resume in the interviewed pile. Create a unique leave behind that showcases your skills and experience. One example is to design a 2-sided handout. If you need a resource, Canva.com has some easy templates to customize.

# HOW TO DRESS?

Whether you're going in to meet with a corporate or creative team, appearance matters and you always want to be polished and professional. It's important to balance your business attire with a few personal touches to help you stand out.

**Go in well groomed.** Now that you have your outfit selected you want to make sure you pay close attention to your grooming. Get a fresh haircut, go in with clean nails and hair and select a neutral color palette for your make-up. And it's always a great idea to invest in dry cleaning to make sure your look is wrinkle free. Have a favorite perfume or cologne? Leave it at home that day because many people have aversions to smells. You'd rather leave them remembering your interview answers and not your scent!

**Don't forget your best accessory.** Since you will be bringing a resume, portfolio or leave behind make sure to bring it in a brief case or portfolio to finish off your look. Plus, you'll want a pen and paper to take notes and will need a place to keep them. This helps you go in organized, plus gives you a free hand to for proper handshake introductions.

**Posture, body language & eye contact.** It's not only important to dress the part, but you need to go in with excellent posture, engaging body language and always make eye contact during the interview. Doing this will show your interest in the role, and help you exude confidence in your ability.

**Corporate vs. creative.** Do you find yourself wondering should I go full power suit or tone it down? It's really important to research a companies' culture and work environment and use this as a guide to make sure you select the right interview look.

- **When dressing for a corporate environment**, it's best to keep it simple with a dark suit and solid dress shirt; white or blue is preferred. For the men you always want to select a solid tie or one with a simple, none distracting pattern and finish off the look with polished dress shoes. For the ladies its best to wear dark closed toed pumps or heels, but nothing too high.

- **Dressing for a creative environment** can be a bit trickier since many are business casual. However, it's still important to NEVER wear denim or t-shirts. Men you can't go wrong with dress pants and a blazer. And ladies this is a great time to pull out your favorite professional dress, or pair a simple blouse with a skirt or dress pants. Just keep in mind you don't want anything too tight or revealing. Feel free to have fun with a bit of color or trends to add your own style. Just don't go crazy with distracting patterns or too much jewelry or accessories.



## QUESTIONS TO ASK

Have you ever found yourself sitting in a job interview and when asked, “What questions do you have for me?” you go blank! You're not alone, many people struggle on coming up with the right questions to ask during an interview. The key is making sure you go in prepared with a few questions. There are 3 areas I suggest you focus your questions on.

**Questions about the position.** A few general questions like the following can show you're engaged in the role and want to uncover how to be successful.

- What are the top 3 must haves for this role? And do you feel my skills align?
- How will you measure the success of this position?
- What have past employees done to succeed in this position?
- What does training look like for this role?

However, you don't want to ask all generic questions. Stand out where you can by focusing on a specific technology, task or aspect of the role to ask a more targeted question. For example: “I understand part of my job would be to \_\_\_\_\_. Can you share with me what that process would entail?”

Also, if there is an area of the position you don't fully understand now is the time to ask for more details. First highlight what you do know (to show you were listening), and then ask them to go into more details on any processes, technology or areas you need further defined.

**Questions about the company or department.** Learn more about the companies' expectations and how you can contribute by asking...

- How does the company define and measure success?
- How will the work I'll be doing contribute to the organization's mission?
- How can I best contribute to the department's goals?
- How does this role impact the growth of the department or company?
- What have you enjoyed most about working here?

**Questions on next steps.** This is a great opportunity to let the hiring manager know you're interested in the role, and clear up any final questions or concerns they might have. Make sure you ask questions to better understand the next steps in the hiring process.

- Do you have any concerns with my skills or background that I can address?
- What is your timeline for hiring for this position?
- What do next steps look like in hiring for this role?

# SALARY NEGOTIATIONS

Money! It's what we all work for, but it's usually the hardest thing to discuss with a future employer. "What's your salary range?" can be a hard question for most to answer. But salary negotiating is an important part of the interview process and one you need to be prepared for.

**Get prepared for the conversation.** Before you start talking pay with a future employer (or Recruiter) you need to do your research! Take a look at the job titles you are applying for and what the salary range is for that skillset. Your location also needs to be a factor because many markets have different ranges due to the overall job market and cost of living.

There are some great resources out there to help you gather this research. Glassdoor has a great salary tool that helps you calculate based on your job title and location, and it even applies it to the national average. If you're working with a Recruiter they should also be able to help you since they work directly with many hiring managers and have a pulse on what the market is dictating.

It's also a good idea to run the numbers for your household and see where you need to be in regards to salary. For your dream job and potential growth opportunities how low can you go and still cover your bills? We're not saying you need to settle for low pay, but it's always good to be realistic about your range so you cover your responsibilities and still land in the best position for your career.

**When to share salary range.** Now that you know your worth when do you discuss salary? There are a few different ways to approach "when" to have the salary conversation. Ideally you want to wait until the employer brings up salary later in the negotiations. However, this is not always possible when applying online or speaking with HR and Recruiters directly. Many companies want to know a range earlier in the process to make sure your expectations are in line with their budget for the position you're applying.

If you are forced into having this conversation earlier in the process the best thing to do is give a range based on your research. But first, you want to make sure you have a clear job description and fully understand what the job entails. It's also ok to ask about benefit packages the company offers because this can affect your range.

**How to handle salary negotiations.** Great news...you received a job offer! Whether it was a call with the good news or an offer letter emailed over, it's ok to express your enthusiasm but not accept or reject the offer right away. This gives you time to review the offer fully, but you don't want this to take longer than a day. If you feel like it's a fair offer based on your research than congrats, you're hired! But if the offer came in lower than you were hoping this is the time to make a counter offer using what you've learned through your research. Just keep in mind the employer might reject it and then you'll have to decide on the original salary they presented.

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## JOB CATEGORY MENU

- Advertising & Marketing
- Analytics
- Architecture
- Back-end Development & Programming
- Copy & Content
- Data Development & Management
- Digital Design
- Digital Marketing
- Front-end Development
- Graphic Design
- Information Technology
- Network / Systems
- Project Management
- User Experience

## TALENT REFERRALS PROGRAM EARN \$500 BONUS

We are always looking for top talent. Know someone in your professional network you'd like to refer and have partner with ektello during their career search? Earn a \$500 BONUS for anyone you refer who gets hired and starts working.\*

It's quick and easy:  
[referrals@ektello.com](mailto:referrals@ektello.com)

\*Referral Bonuses are paid after the talent is hired and works 80 hours.

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