

Candidate Resume Review – Marketing Coordinator

Candidate:

Resume Reviewer:

Date:

Please rate candidate on scale of 1-3 based on whether they hit our bar in each specific must-have:

3 = Ideal

2 = Minimum

1 = No evidence of Experience

NOTE: This resume review is used to identify 3-5 candidates that will be a great addition to the WITS team. This rubric will decide who moves forward to an in-person interview after reviewing the scores and your comments.

Profile: An individual who has experience in marketing with the desire to learn.		
Must-have <i>(These describe a 3. This is not the highest ideal; it's a description of the fundamentals on the theory that we can teach people beyond this.)</i>	1-3	Comments/Examples/Evidence <i>Please note 1-2 examples of what you identified for this must-have in their resume and cover letter</i>
Must-have #1: Social Media Experience <ul style="list-style-type: none"> € Ideal: Experience scheduling social media on Hootsuite € Minimum expectation of knowledge of social media applications 		
Must-have #2: Blog scheduling and maintenance <ul style="list-style-type: none"> € Ideal: Over a year of experience with writing blogs especially in regard to SEO practices € Copy editing experience (Chicago Style preferred) € Experience updating webpages € Minimum expectation is to have written a blog previously and a willingness to learn and adapt 		
Must-have #3: Project Management <ul style="list-style-type: none"> € Ideal: Managed a project with guidance from supervisor from start to completion € Work independently with minimal guidance € Minimum expectation is to have a basic understanding of working with others 		
Must-have #4: Design <ul style="list-style-type: none"> € Ideal: Experience with Canva and Adobe applications € Minimum expectation is ability to follow brand guidelines 		
Bilingual Spanish Yes or No		
Other comments:		