

BLU DIGITAL CAREER ADVICE





Career Advice

Getting career advice from industry experts is an invaluable asset to aid your job search and professional endeavours. Getting appropriate career guidance can help you immensely in a range of different aspects, such as knowing what skills to achieve, what career options you have as well as enhancing and boosting your confidence with decision making. Confidence in career hunting is incredibly important as you are more likely to go for roles more suited for yourself that you

may have never chosen before getting the advice and guidance.

The advice in this document is collated from industry experts with years of experience, and in these years, these professionals have collected valuable tips and advice that they are keen to share to help those who may be struggling with their career or who need the extra boost of confidence.



How can you be a successful candidate?

- Goal Oriented
- Have a positive attitude
- Have Good Communication
- Integrity
- Be Creative
- Be Organised
- Take on challenges
- Determination to succeed
- Flexibility
- Teamwork/Cooperation

Andrew Sebastian Davies

Head of Digital at Capco



Capco were founded in 1998 and are a global business and technology consultancy based in London, however they have offices worldwide. They advise, consult, design, execute and implement to provide genuine, holistic, large scale solutions in the financial sectors and specialise in banking, capital markets, finance, risk and compliance, insurance, digital and wealth and investment management. They aim to actively transform the future of finance to create a resilient market of transparency, trust and capital strength.

What do you love about your job?

The rate of change within digital and marketing means there's also something new to try. A new tactic. A new channel or platform. A new trend. When you find success, the method used to achieve that success may not be successful the second time around, so once again you're looking to evolve to achieve success. Then there's the creative aspect. Taking the best and most creative elements of B2C campaigns and finding a way to apply them within the B2B space and making them work.

What is the first piece of advice you would give to someone who wants to get into this sector?

Immerse yourself within the industry. Consume and digest industry news, while studying the campaigns you love and breakdown how they were achieved. Try to evaluate the success and identify the purpose of the activity. Become passionate about what you want to do and what you want to achieve. And have a goal. Know what you want to achieve. And go get it!

What is the greatest quality you look for in a candidate?

More than anything else, a genuine passion for their industry and profession is the greatest quality I can find in a candidate. This becomes evident as soon as I read a CV. Are they talking about previous campaign success? Do they have social media profiles and are they talking about their industry? Are they talking about the campaigns and brands they love? If not, then often the process for that candidate stops there.

What advice would you give to succeed in landing the job you are applying/interviewing for?

You've got to really want it. You've got to be prepared to put in the research and know how you can make a difference within that role. Don't be shy in your interview about what you've discovered or how you believe you can benefit that firm. Be polite, be positive and most of all be yourself.



*"Immerse yourself within the industry.
Consume and digest industry news, while
studying the campaigns you love."*

Have you ever encountered any bizarre interview moments?

Unfortunately, quite a few. Having candidates turn up for the interview and told me they don't really want the job. That always amazes me. Another favorite, asking someone what books they're reading and hearing "How to win friends and influence people". I'm happy you're reading books, but researching how to manipulate people, maybe keep that one quiet.

What has been your most rewarding accomplishment?

Building a team of genuinely passionate individuals who love what they do and want to achieve personal, team and business success.

Working alongside a group of people who no matter what industry, work to the belief that they are adding value to the end user.

What questions do you like to ask at interviews and why?

I love to ask candidates about their favorite brand, campaign, success story, along with their biggest failure. This gives me huge insight into whether they're passionate about what they do and if they're immersed within the industry, but also their ability to learn from mistakes. I've made plenty of mistakes myself, but learning from them is what separates you from failure and success.



Antonio Giugno

CEO of Recruitd



Recruitd is an online platform where employers and jobseekers can easily find, rate and review recruitment agencies. It also gives the recruitment agency themselves the chance to be able to showcase their business and stand out from the crowd. Recruitd are focused on creating a more transparent recruitment industry where agencies can be recognised and reviewed on a centralised platform. Recruitd only launched in early 2017 and have their headquarters in London.

What do you love about your job?

I love that every day is something different and in most cases am working with some amazing clients and amazing people to build brands online.

What is the first piece of advice you would give to someone who wants to get into this sector?

You have to be ready to put hard work in and have the resilience to accept rejection after rejection, knowing that if you keep going you will get to a yes. In sales or any game for that matter there are always going to be highs and lows and understanding those is important.

What advice would you give to succeed in landing the job you are applying/interviewing for?

Always demonstrate the value you can bring to the company, whether that is experience or anything else.

What has been your most rewarding accomplishment?

It would have to be building recruitd from nothing.

What are the key factors someone should have if they want to start a business?

They should really consider how passionate they are about starting it and their “why” as starting a business is tough and if your reason for doing it isn’t strong enough then you will easily give up.

Gill McHattie

Head of Ecommerce at Allianz



With headquarters in Munich, this German financial services company is one of the world's largest general insurers and property and casualty insurers. The company was founded in 1890 and currently employs 147,000 employees' worldwide, serving 85 million customers in more than 70 countries.

What do you love about your job?

Developing people, seeing success from digital work we've created and building relationships with agencies and colleagues.

What is the first piece of advice you would give to someone who wants to get into this sector?

Find a placement and also a mentor. People love to give advice so seek out those in the industry and ask for help!! I've never had anything negative happen from trying to ask for advice - the worst that happens is they don't reply :)

What is the greatest quality you look for in a candidate?

Someone who has a great attitude and the appetite to continue to learn. The digital landscape is constantly changing and those who are most successful continue to keep learning.

What advice would you give to succeed in landing the job you are applying/interviewing for?

Research the company and the people who work there that are interviewing you. A quick search on Google and LinkedIn will give you a good overview! This usually tells me if they're proactive and have the initiative to do their background homework before we meet.

Have you ever encountered any bizarre interview moments?

Luckily Not!

What has been your most rewarding accomplishment?

Volunteering as a teacher in South Africa, this instantly put things into perspective. And then on a completely different scale it would be working in New York for a while and then coming to London to work for some of the world's biggest corporate brands.

What questions do you like to ask at interviews and why?

What drives you and gets you up in the morning?

What would you bring to the team?

What's your biggest achievement?

What are your hobbies? - it's interesting to hear more about someone outside of a business context too



"People love to give advice, so seek out those in the industry and ask for help!!"

Claudio Deidda

Head of Ecommerce at Wisby Limited



As a full service digital agency, Wisby Limited offer cost-effective solutions allowing businesses to develop different online aspects. Their team consists of 100+ professionals working within specialist teams to create and develop insightful online success stories. Since founding 13 years ago, they have created over 500 websites for a wide variety of clientele. Wisby Limited are based in South London

What do you love about your job?

I've always loved the exposure I had on all the aspects of the business since day one. That gave me a better understanding of the strategy in the first place, then gave me the right foundation to be more strategic myself. I think that is the main reason why I developed business and entrepreneurial skills alongside my eCommerce expertise.

What is the first piece of advice you would give to someone who wants to get into this sector?

Definitely be focused on customers, trying to have very clear what they want and how. In a very competitive and fast paced marketplace, it is very important to give your customers a reason to prefer your company over your competitors: listen to them through data, reviews and customer service feedback, understand them, and then give them what they want.

What is the greatest quality you look for in a candidate?

I think hard skills are not very difficult to transfer to people. In a candidate, I always vet their drive and work ethic: all the most successful people I had the fortune to work with had an innate urge for achievement and were never afraid to go the extra mile to attain their goals. Resources like that are the best investment for a company.

What advice would you give to succeed in landing the job you are applying/interviewing for?

I would try to make as clear as possible to the company why you would be a great fit for the job: what you can bring on the short and in the long run to the organisation you are willing to join, possibly not limiting that to mere numbers but also explaining why you would fit in their company culture.

“All the most successful people I’ve had the fortune to work with had an innate urge for achievement.”



Have you ever encountered any bizarre interview moments?

Plenty of them, however the top spot has to be given to a candidate that showed up clearly drunk at the interview. It was for a content editor role, the candidate was really qualified and he spotted more things that anyone during his presentation: small detail, my content manager didn't tell me he showed up the same way at the first stage interview as she wanted to see if that was a one-off. A bit of a sad situation, but definitely the most bizarre I can recall to date.

What has been your most rewarding accomplishment?

Aside from the numbers, which will be eventually replaced by the next ones, I take pride in developing people. Having helped people in finding their career path and having seen them succeeding because of the guidance or the inspiration they told me they get from me was actually priceless.

What questions do you like to ask at interviews and why

By the end of it, when the candidate is more comfortable, I always ask "where do you see yourself in two years' time". My colleagues make fun of me being so keen in knowing, but for me is a key question for two reasons: because it helps me in understanding their drive and, more importantly, he tells me which direction I have to work with the person to deliver and possibly exceed their expectations.



Ian Smalley

Creative Director at PHA Media



PHA Media are an award winning London PR agency founded in 2005. They aim to raise the profiles of their clients and protect reputations from negative publicity in the traditional media and online. At PHA Media, there is an underlying focus on delivering sustained, high impact and measurable results for all their clients, making sure to set clear transparent targets. Their clients come from a range of disciplines including corporate finance, business, consumer, politics, fashion, law, entertainment, charity and sport.

What do you love about your job?

I'm very fortunate in that at PHA Media we work with some fantastic clients across a wide range of sectors, so there is a huge amount of variety both in terms of clients, strategies and creativity. My own Digital studio team covers all aspects of digital, from social media, to websites, to video to branding and more. So along with a diverse range of clients from fashion brands, to sports teams to businesses to individual personalities, we also work across a wide expanse of platforms and technologies, which each have their own creative challenges. When all of this is combined, no two days are really ever the same. I also work with a great team, which is a massive bonus.

What is the first piece of advice you would give to someone who wants to get into this sector?

At PHA Media we put a great emphasis on our intern programme, which I think is a really good way to get a foot into the Creative Industry. A months internship can provide an opportunity for people to work across a range of sectors and clients, learn about the day to day running of account teams, from strategy to delivery. In return, brands can also learn about the candidates, their strengths, passions

and ideas. This can potentially lead to a full time role, or at the least invaluable CV experience. The ultimate piece of advice, is to listen, get stuck in, never be afraid to ask questions and most importantly, enjoy.

What is the greatest quality you look for in a candidate?

Passion, commitment, creativity and attention to detail. We work in a very fast paced environment where briefs and project requirements change consistently, so being able to work as part of the team is crucial. Whilst the ability to remain calm and focussed under pressure is important, it's more important to me that the candidate is enthusiastic and willing to learn.

What advice would you give to succeed in landing the job you are applying/interviewing for?

Research the company you are applying for, explore their website, and social channels, not just the homepage. Learn as much as possible about the area you are applying for and research some of their clients. Showing that you understand the brand can go a long way in impressing a potential employer. Research a little who is interviewing you if possible, and have a few questions prepared for





either during the interview or at the end. Be punctual, so that you don't arrive stressed. Most importantly, be yourself and enjoy the experience. Remember that the company is investing in you.

Have you ever encountered any bizarre interview moments?

Many, from accidental swearing, to complete memory lapses, to arriving on the wrong day, to a candidate not knowing I was very good friends with the MD of his existing company. Whilst you wouldn't know every connection, it's actually a very small world at times, so be careful of exactly what you do say.

What has been your most rewarding accomplishment?

From a professional perspective, working with and helping to grow an incredibly talented team. Working with such a wide range of brands across my career, it's been great to see small start-ups that we produced a website for, or launched their social, grow into fully fledged brands in their own right. There have also been client successes where, as an agency, we've been heavily involved in producing Creative content, so it's always a nice buzz when you see your video or social content being a part of that success story. It's also important to enjoy your work, and I've been fortunate in that I've enjoyed every company I've worked at.

Freddie Mayer

Head of SEO at Verb Brands



Verb Brands are a digital creative agency who focus on luxury brands in fashion, hospitality, travel and lifestyle. They are built from a collective of designers, developers and strategists who believe that successful brands are built upon strategy and creativity. Therefore they aim to provide their clients with bespoke digital strategies with the aim of connecting them better with their luxury consumers. Verb Brands have their current headquarters in London and were founded in 2011.

What do you love about your job?

What I love most about my job is the variation in your daily work life that you get when you're in the SEO industry. Due to the fact that I work at an independent agency, verbbrands.com, it means we get to work across content, technical SEO, outreach/influencer marketing, and social media. I think in a lot of industries people go in and do the same thing each and every day and so they lose motivation and their love for what they do. You don't have to love your job but you certainly have to like some elements of it to get some enjoyment out of what you do, otherwise what's the point. I think the other factor that makes my job so great is the people. People who work within the SEO industry are great fun and having a great culture at work to foster that is what makes work fun to come into every day. If you're culture isn't right then people won't enjoy what they do, no matter how fun the work is.

What is the first piece of advice you would give to someone who wants to get into this sector?

Don't be put off by the starting salaries, particularly if you are starting on the agency side of things. Your salary rises pretty quickly as you

climb and the first few years go so fast because you are learning loads. Starting salaries could certainly be better but often you are working for agencies who have only been going for a short while. If you can get some sort of experience beforehand, whether that is through learning SEO by yourself by building your own site and having a go, or by asking to do an internship for a few months at a small agency. Experience is always favourable for any job but don't be put off if you don't have any, there are plenty of graduate programmes that take people with no experience. You just have to keep applying and you'll get your foot in the door somewhere.

What is the greatest quality you look for in a candidate?

Willingness to learn, no matter what level you are. Our industry has changed rapidly over recent years and still is, so you need to be open to changing your strategy regularly to suit the way the industry changes. Plus the ability to respect different opinions even if you disagree with them because we work in an industry where everyone has a different view on how Google's algorithm actually ranks websites.



"Don't be put off by the starting salaries."

What advice would you give to succeed in landing the job you are applying/interviewing for?

Read up about the company you are applying to, see what clients they say they work with on their website and if you are set a task with a presentation put as much effort into it as possible. Try and make the presentation look professional because that shows you care about your work and you pay attention to detail. Finally, ask questions about the company, about the team you'll be working in, the clients you'll be working with and ask the interviewer what it's like to work at the company. This shows you're interested in them and the business

Have you ever encountered any bizarre interview moments?

Yes but I think it's unfair to speak about them publicly. You'll have bad interview experiences now and then but don't be disheartened by it. The best thing to do is to move on and then you can laugh about them with your mates once you've secured a role at another agency. It also helps you to learn what not to do when you're interviewing people to join your team in the future.

What has been your most rewarding accomplishment?

Growing our current team at Verb from a small team to a big team. We've got a fantastic bunch of people who love what they do and are great to work with.

What questions do you like to ask at interviews and why?

What direction do you want to take your career in? This gives you an idea about people's aspirations and their short term goals.

What do you get up to in your free time? This just helps to break down barriers so they interviewee can open up a bit.

What are you looking for in your role? This is so you can understand whether or not the role is right for them because there is no point hiring someone to do something they don't want to do.

What type of company are you looking to work for? This helps you understand what type of culture they are looking for and whether or not they'd be a good fit for your team's culture.



Terry Fisher

Head of SEO at William Hill



Since their founding in 1934, the bookmaker William Hill has become a leader in the world of betting. Considered to be 'The Home of Betting', William Hill strive to deliver outstanding customer experiences, whilst ensuring that their customers gamble responsibly. The company offer their services both online and in over 2300 high street shops. They have their current headquarters based in London.

What do you love about your job?

I'm very competitive in every area of life and I'm absolutely no different when it comes to SEO. It's still a situation of taking each position as they come, but I still get the same sense of satisfaction that I did all those years ago, when a strategy achieves its results.

What is the first piece of advice you would give to someone who wants to get into this sector?

Start now! For the cost of a night out (or a bit less actually) anyone can have their own website to trial and learn from. I'm a huge advocate of learning by doing, and someone that's taken the initiative and attempted their own projects, really do have their own glow.

What is the greatest quality you look for in a candidate?

I'm a strong believer of hiring a person because of their qualities, rather than hiring a person because they fit the specs of a role. I'm normally looking for someone who wants to learn and grow, experience is nice, but there's just something about an individual who's eager to learn.

What advice would you give to succeed in landing the job you are applying/interviewing for?

Confidence and enthusiasm are key. Your previous experience may not fit the desired role seamlessly, but in most cases a willing to learn will get you far!

Have you ever encountered any bizarre interview moments?

Halfway through my interview at my previous company, Deliveroo, the hiring director stood up and walked out. I sat there bemused and wondered what hell I'd done! He came back a few minutes later with 2 hamburgers! He was keen to ensure I tried some!

What has been your most rewarding accomplishment?

I'd say joining William Hill. Hopefully I'll be creating a few new accomplishments... but playing a part in Deliveroo's 600% year on year growth was incredible.

What questions do you like to ask at interviews and why?

SEO is an ever-changing environment, how do you expect SEO to change over the next year, and which variables do you expect to stay the same? I love this question because it's acceptable to ask at any level of a candidate's career. It's open to interpretation means I can get an understanding of where a candidate's mindset is!



Dewi Nawasari

European Head of SEO at Monster



Monster are worldwide leaders in successfully connecting people to job opportunities. They aim to provide bespoke solutions for candidates and clients in order to provide the best quality matches and services. They achieve this through their use of cutting edge technology and tools. Monster were founded in 1994 and have their headquarters in Massachusetts, USA.

What do you love about your job?

I love being empowered to make a difference. It is so much more than the bottom dollar of the business. From solving complex technical challenges through working together with various teams and external suppliers, through to changing the lives of a team member through feedback and training, these are the things that make me love coming to work.

What is the first piece of advice you would give to someone who wants to get into this sector?

I have seen people who say “it’s just a job”. It should really be more than that. Your heart must be in it and that you also believe that you can make a difference in your life or other people’s life by supporting the growth in the industry.

What is the greatest quality you look for in a candidate?

I have several, like honesty, humility, and curiosity. But if asked for one, I would say the right train of thoughts. Although experience is important, it is sometimes overrated. I interviewed a candidate with limited experience once, when given an open ended question, she

described a simple yet plausible process to arrive at a solution, each part of the process involves team work. There’s no right or wrong answer to a question. We are eager to know that you are a climber and not a camper. The candidate I mentioned has since flourished and already leading on projects in Monster.

What advice would you give to succeed in landing the job you are applying/interviewing for?

Firstly, invest in time to research the company’s background. There is loads of information on the internet. You should know all basic things from the company’s portfolio, its offerings, through to the latest news. I cannot stress how important this is because this will define the employer’s first impression of you.

Secondly, go above and beyond and have a practice run. Thirdly, don’t lie! We have years of expertise ahead of you, so we will know when you do!

“Invest in time to research the company’s background.”



Have you ever encountered any bizarre interview moments?

I remember an interview with one of the largest online classifieds in the UK and I was given a mathematical riddle. I eventually solved it, but it took 20 mins out of the interview time. The interviewer was not impressed that it took me that long. But apart from this bizarre interview moment, some employers still seek for basic mathematical knowledge, so cheating whilst you were in school would actually come back to you.

What has been your most rewarding accomplishment?

Monster won the European Search Award as a result of such a complex European campaign which took us to over 25% YOY increase in relevant traffic to the site. To be part of a fantastic team that won the award was truly rewarding.



Leena Marsh

Head of Social Media at Healthier Weight



Healthier Weights is the UK's leading weight loss surgery specialists and were founded in 2003 with their headquarters in Birmingham, UK. Their services range from a medically supervised weight loss programme to a surgical programme using only elite surgeons for more serious weight problems. They are passionate and committed to providing the best quality procedures for their customers and offer the most comprehensive range of surgical interventions in Europe.

What do you love about your job?

I love the challenges that I'm faced with. No day is ever the same and every day comes with a new learning opportunity. Whether it be a customer who isn't as happy as we'd expect, or whether it's an email that had a fantastic open rate but not as many click-throughs as we'd benchmarked. Every single action you carry out has an opportunity to be learned from and can help you achieve more in the future.

What is the first piece of advice you would give to someone who wants to get into this sector?

If you want to get into marketing, read, look and listen. Everything we interact with has had a form of marketing. Even when you walk into a corner shop, the layout is setup to help you buy more. You need to have strong empathy skills and love analysing data. I'd actively encourage anyone who wants to get into marketing to look at how some of the largest brands worldwide became to be.

What is the greatest quality you look for in a candidate?

I look for someone who has a strong work ethic and a need to pursue something more than just average. I employed a young lady who had no marketing experience, nor a degree. She turned out to be the best employee I've had the privilege to manage. She lapped up every bit of work I gave her, learned everything I had to offer and is now working for a well-known brand in the West Midlands.

What advice would you give to succeed in landing the job you are applying/interviewing for?

Prepare. The amount of interviews I've held in the past few years is well over a hundred. The number of candidates I took to the final stages were far less. If someone is coming in to manage the social media, yet they haven't looked at our social media pages, why would I hire them? I expect all candidates to have researched the company, got an idea of whether the company is right for them, and to have looked into the requirements for their role. Also, it's always best to be overdressed than under. Don't presume that a company will be happy that you aren't wearing a suit. Even if the company doesn't have a dress code.

"I look for someone who has a strong work ethic."





Have you ever encountered any bizarre interview moments?

I've had someone attend for a social media role who didn't know what social media channels we used. I found this absolutely shocking and struggled to continue with the interview. I've also had an interview where I found the person extremely aggressive and an "I'm too good to be here" attitude. They actually called for feedback as they were so surprised they didn't get the role.

What has been your most rewarding accomplishment?

I worked particularly hard on social media in my previous role to beat all direct competition in terms of the number of followers. Facebook delivered 10% of all leads thanks to some clever tactics, and the company even won an award for social media in the end.

What questions do you like to ask at interviews and why?

The most important question for me is "tell me about yourself." It's interesting to see whether that person has confidence in their ability, whether they possibly think too highly of themselves too. It's the perfect question to allow me to know whether they'll fit in culturally.

Steve Hessel

Head of UX/UI at Splash Damage



Splash Damage, founded in 2001, is based in London and are dedicated to creating blockbuster multiplayer experiences. Examples of their work include the popular Gears of War 4 and Batman Arkham Origins. Splash Damage cover multiplayer games over various outlets including PC, Playstation, Xbox, as well as mobile applications.

What do you love about your job?

I'm lucky enough to be working in a field I love with people who are immensely talented, friendly, and respectful. There's an immense amount of trust here in the studio and everyone, from the most junior person all the way up the CEO, has a lot of ownership over their area as a result.

It's that level of autonomy, combined with the passion and talent of the people who work here, that makes it really satisfying to come into the office every day to tackle the latest challenge or think about a better approach to solve an age-old problem.

What is the first piece of advice you would give to someone who wants to get into this sector?

Look at existing designs and understand what makes them work and how they could be improved. Read a lot (medium.com is one of my favourite resources). Most of all, put what you learn into practice – applying this knowledge regularly is a great way to understand design and it'll also give you a few portfolio pieces to show prospective employers.

What is the greatest quality you look for in a candidate?

The biggest thing I look for is whether they fit the company values we've created for our studio. If that isn't there, we'll not hire them. We've pass on several candidates that were super experienced or talented but turned out to have big egos or were rude to a member of staff in one of their interviews. Culture has been a major focus for our studio for several years now, and we've seen a huge improvement in staff retention, satisfaction, and engagement because of it.

What advice would you give to succeed in landing the job you are applying/interviewing for?

First of all, try to apply for jobs you feel passionate about – we can usually tell if someone is excited about our studio, our culture and the products we're building, and we tend to favour those candidates even if they're less experienced on paper. You can train someone in a piece of software, but passion generally isn't something you can learn on a course.

“The biggest thing I look for is whether they fit the company values we've created for our studio.”



Second, do your research on the company, team, and product, and think about what you can bring to the table at each of those levels. We like candidates who can take their thinking beyond just the next deliverable, and who are ready and eager to have a positive impact on the team they work with and the studio as a whole.

Third, don't pretend you're perfect – nobody is! Continuously learning and improving ourselves is part of the fabric of our studio, and seeing that willingness to be honest about mistakes and learning from them is something we look for in prospective team members.

Have you ever encountered any bizarre interview moments?

Most of my interviews have actually been remarkably civilised! I actually favour bringing candidates in on Fridays when we finish the day slightly early with our weekly company update. Not only does this give them a glimpse of what's been happening in the studio, it also allows them to hang out with the team in a more relaxed setting.

What has been your most rewarding accomplishment?

Without a doubt it's the team we've managed to assemble over the past couple of years. One of my rules of thumb for hiring is to get people in who are smarter than myself, and who have the potential to inspire both me and the rest of the team with their thinking and solutions. It all pays off when they come up with a solution that's so much better than what I had in my head!

What questions do you like to ask at interviews and why?

A lot of our questions tend to be scenario-based to help us understand how candidates approach problems. Theory is all well and good, but if you can't apply it to everyday problems, it's no use.

Aside from that, I'm always curious to find out what people want to improve about themselves – be it a new skill or a behaviour they're working to adjust. As a studio, we recognise and embrace that everyone is a work-in-progress and we try to enable staff as best we can to improve themselves, their skills, and their working environment.



Dave Grayson

Head of User Experience at Fluent Interaction



Fluent Interaction were founded in 2003 and are a strategic UX agency providing user-centred design services to a multitude of multinational companies and brands including EasyJet, The British Library and The Telegraph to name a few. They are specialists in digital insight and innovation and have three key areas of focus including naturalistic user research, evidence based design and measurable business objectives. Fluent Interaction currently have their headquarters located in Central London.

What do you love about your job?

I love finding out about people. Research is solving puzzles, UX research is solving puzzles about people.

What is the first piece of advice you would give to someone who wants to get into this sector?

Users are not the same. Do some research - go and discover examples of where people are different. If you start to understand that people fall into groups then you will be a better UX researcher or designer.

What is the greatest quality you look for in a candidate?

I would say soft skills. The ability to debate intelligently, see multiple sides and to work a problem through logically.

What advice would you give to succeed in landing the job you are applying/interviewing for?

Do some research on the company, and come armed with relevant

insights from fields the interviewer is likely to be aware of. Be able to show examples of different types of work/methodology.

Have you ever encountered any bizarre interview moments?

I cannot think of one off the top of my head.

What has been your most rewarding accomplishment?

I'd have to say that employing people from interns through to very senior positions makes me very satisfied.

What questions do you like to ask at interviews and why?

I like to ask candidates to give me examples of times they found out something which they did not expect.



"Users are not the same. Do some research."

Zulfikar Mohammed

Head Of User Experience at Maersk Line



Maersk Line is the world's largest container shipping company with customers in over 374 offices in 116 countries. They provide regular and fast connections around the globe, making logistics, global trade and shipping simple. The company was founded in 1928 and have their headquarters in Copenhagen, Denmark.

What do you love about your job?

Working with great people (both within UX and IT) and getting a different aspect of the same problem. Seeing the reactions of stakeholders/users when they see/use the new UX designs. Being creative and finding inspiration as well as creating the UX solution. Tech savvy, being able to design/work/wireframe across all technologies, especially emerging technologies. Working with big brands and seeing your work out there with a sense of gratification. Shaping the future.

What is the first piece of advice you would give to someone who wants to get into this sector?

I would say that the most important thing is having an urge to stay hungry. Always looking to feed your inner self with learning new ways to work, research, technologies, listening and learning. Be humble and always put the user first. Don't be afraid to say what you think and at the same time always think of the team. Sharing is learning and we delve into problems and we need sometimes to step back to see a different aspect of the problem.

What is the greatest quality you look for in a candidate?

I think honesty, humbleness and the ability to communicate at all levels are great qualities. I have interviewed many candidates and many have stated a lot of things they have done or can do. When these candidates actually start work they are bewildered at their surroundings and go into either a cocoon state, whilst others tend to dominate and believe their opinion on UX is the only opinion that counts. They are correct and are not flexible or considerate of others opinions. In UX we need to learn to agree and disagree and work as a team. If you possess arrogance then your career will definitely be short lived. As a leader or someone in a senior position you need to be able to listen and communicate at all levels where your subordinates and peers respect you and your position.

What advice would you give to succeed in landing the job you are applying/interviewing for?

Firstly have a great resume. I have read many resumes and I would say 90% of those applying for roles tend to just list out their experience/work history. I want to know about the person I am going to be working with on a day-to-day basis. I like reading about the



"Be humble and always put the user first."

candidate and who they are and what they like and their ambitions etc. In the interview, be honest, be humble, be talkative and be ready to ask questions, answer questions and showcase your work in any means. What I find frustrating is when you talk about all these great things you have done and yet cannot demonstrate anything. I need to feel this candidate is trying their best and is prepared for this interview. Always dress to impress.

Have you ever encountered any bizarre interview moments?

Yes, I was sent a candidate from a recruitment agency and I went downstairs to greet the candidate in reception, I was very shocked to see his dress code. He was wearing wellies, with a woolly jumper which looked like it hadn't been washed for a long time. He was also wearing some very used jeans. I thought to myself that I can't base my opinions on his dress code alone as there may be a perfectly good reason which I have yet to find out. In the interview, I found out that his father had passed away the day before and he was grieving and he felt he had to honour the interview as it may look bad with the agency he had registered with. He broke into tears many times and most definitely the most memorable interview I can remember.

What has been your most rewarding accomplishment?

I worked for a software company called LANDESK, who would send me to see clients all over the world. The company would hold an 'Interchange' event yearly at Las Vegas, invite our customers from all over the world over a period of a week and then show them our new software and the updates we have been working on. This is presented by the CEO, COO to around 5,000 to 10,000 attendees. I had my named mentioned several times and came up to the stage to take a bow on my efforts and achievements within that product launch. I was shocked, and honoured and gave credit to my team and then was greeted by the attendees who were really excited by what they saw. A memory I shall remember for a long time.

What questions do you like to ask at interviews and why?

I like to delve into the detail and I like to pick the candidates brains on what they have on their resume. I do like to know about the candidate; what makes them tick, what excites them, what they like to do and how they feel they could add value to the role. From these questions I can tell if this person is the right fit for the team and if this person has the right credentials to succeed in the role they're applying for.

John Matta

Head of Design at Publicis Media



Publicis Media is the media hub for Publicis Groupe, a multinational marketing and communications company specialising in advertising and public relations. Publicis Media is comprised of 5 brands; Starcom, Zenith, Spark Foundry, Blue 449, and Performics and strive to create value for their clients using these global media agency brands. Publicis Groupe was founded in 1926 with global coverage in over 100 countries. However, the more recent Publicis Media was founded in 2004.

What do you love about your job?

I love the variety. From week to week, briefs can be anything from a print ad to a stop motion movie. It keeps things interesting.

What is the first piece of advice you would give to someone who wants to get into this sector?

We're surrounded by advertising design every day, on social media, tv, apps, outdoor etc. Always be an active observer and critique everything you see. Ask yourself what works and why, and what doesn't.

What is the greatest quality you look for in a candidate?

The willingness to constantly learn, and assimilate new ideas and ways of doing things. We're all continually growing and learning, and the more willing we are to constantly reassess how we do things and learn new ways, the faster we develop.

What advice would you give to succeed in landing the job you are applying/interviewing for?

My best advice would be to be honest, positive and well prepared...

and smile! All of these attributes will give the candidate a great chance!

Have you ever encountered any bizarre interview moments?

The most bizarre interview was with a candidate who, due to nerves, would not stop talking, and talked over the other interviewer every time he tried to speak. He got increasingly frustrated with her to the point he was almost shaking. It was awkward, but funny.

What questions do you like to ask at interviews and why?

I like to ask candidates about their opinions on their own work as it shows me a lot about their attitude and how willing they are to learn and develop. Some graduates tend to feel they know it all already and this makes them difficult to work with and less likely to grow with the team.

What has been your most rewarding accomplishment?

Designing and shooting a stop motion ad for Tetley featuring animated tea leaves. This was shot in one day and went on to be one of their most successful pieces of social media content so far.

"Always be an active observer and critique everything you see."



Dean Drury

Head of Product at GiveMeSport



GiveMeSport is an online news publishing platform for the world of sports including football, NBA, NFL, UFC, boxing, WWE and much more. They provide exclusive content and up-to-date features, interviews, match previews and reviews to the fans. The sports publishing website was founded in 2011 and have their headquarters in London, UK.

What do you love about your job?

I love the ever changing landscape and being able to be at the forefront of advancing technologies. You can learn something new every day.

What is the first piece of advice you would give to someone who wants to get into this sector?

Do your research. Most information can be found online. There are pioneers of our industry who are frequently sharing information about new trends.

What's great is how open the market is about new information, if you want to know something, you can find it - easily.

What is the greatest quality you look for in a candidate?

For me personally, ambition and a sense of drive. You have to want to learn and learn quickly. Whenever I hire someone I'm looking for the right person who'll eventually be good enough to replace me.

What advice would you give to succeed in landing the job you are applying/interviewing for?

Be prepared. Pay close attention to the company/brand and what they are looking for. Make sure you do your due diligence beforehand, don't be late and ask lots of questions.

Have you ever encountered any bizarre interview moments?

I was once asked "if I could have a superpower what would it be?" The problem is we all have flaws, you will have set backs but strength of mind/character comes from a humans ability to learn from our mistakes and bounce back. Nobody is perfect, nobody is a superhero. If I had to choose one though I'd say the ability to fly so I wouldn't have to use London Underground!

What has been your most rewarding accomplishment?

Seeing people I have managed progress and succeed. That should be a goal for any manager; help others to succeed.



"Whenever I hire someone I'm looking for the right person who'll eventually be good enough to replace me."

Robert Wint

Senior Digital Product Manager at Temenos



Temenos was founded in 1993 and is a market leading software provider, partnering with banks and other financial institutions to transform their businesses and stay ahead of a changing marketplace. With their headquarters in Geneva, Temenos have 55 offices worldwide, and their software is proven in over 1,600 customer deployments in more than 150 countries across the world.

What do you love about your job?

I love a level of autonomy, and diversity. No two days are the same with clients always throwing up new challenges and scenarios that we've not thought of yet.

What is the first piece of advice you would give to someone who wants to get into this sector?

The first piece of advice I'd offer would be to be innovative and challenge the norm. Don't accept the status quo and constantly look for new models that a customer can use digital to improve their business.

What is the greatest quality you look for in a candidate?

I don't think there's ever just one quality I'm afraid, I always look for someone to be down to earth and level headed, with a drive and passion to succeed.

What advice would you give to succeed in landing the job you are applying/interviewing for?

Be yourself, the key to working in any business is being able to quickly get up to speed and fit in.

Have you ever encountered any bizarre interview moments?

I don't think I have, bar the issue of thinking how long can I keep this interview going when you instantly know the candidate is not going to fit in.

What has been your most rewarding accomplishment?

Bar the obvious family moments, then my most rewarding work-based accomplishment I still think happened many, many years ago when I was delivering a new system for the Bank I was working at. I poured hours of effort in and the system was amazing, being the owner of this development and system gave me massive satisfaction.

What questions do you like to ask at interviews and why?

There's one key question I like to ask, which I learned from an old MD I used to work with, it revolves around asking the candidate what 3 things their current boss or colleagues would say about them.



"Be innovative and challenge the norm."

Daniel Tiffany

Web Shop Manager at FGH (Freemans Grattan Holdings)



Freemans Grattan Holdings is part of the OTTO group and is the home of familiar brands such as Freemans, Grattan, Look Again and many more. Their mission is to be the preferred choice in internet and home shopping and have a focus on ensuring they always put the customer first. They have over 2 million active customers and receive nearly 2 million visits to their websites every week, delivering in excess of 10 million products every year. FGH were founded in 1905 and have their headquarters in Bradford, UK.

What do you love about your job?

It's a real mixture of creative, technical and business skill - it keeps every day different and exciting.

What is the first piece of advice you would give to someone who wants to get into this sector?

Learn everything you can about eCommerce and digital marketing. It's never been easier to access a wealth of knowledge - blogs, books, videos & seminars.

What is the greatest quality you look for in a candidate?

I think passion and enthusiasm can really go a long way. Often we get candidates who need development in either their coding or their design, but a willingness to learn can definitely overcome that.

What advice would you give to succeed in landing the job you are applying/interviewing for?

Do your preparation - you should know about the company and what they do, but also, be able to talk the interviewer through your CV,

have a portfolio if applicable to the job, mentally prepare 3 good examples of events in your life that can be adapted to answer different competency questions.

Have you ever encountered any bizarre interview moments?

We've had a few people turn up at the company's old offices (now a building site) but other than that, nothing too unusual.

What has been your most rewarding accomplishment?

I think this would be expanding my web design team over the last few years, bringing in junior members and developing their skills.

What questions do you like to ask at interviews and why?

An unusual one I like to ask is for the candidate to talk me through the design process of their own CV. A good answer should demonstrate a high level of creative skill but also show intelligence by being aware of the most important information and knowing how to draw focus to it.



"Passion and enthusiasm can really go a long way."

Asif Ali

Head of Development at PrettyLittleThing.com



Online clothing retailer Pretty Little Thing was founded in 2012 and offers women the latest fashion and beauty whilst keeping up with current trends. They offer celebrity inspired pieces, as well as being popular with celebrities themselves, with notable figures such as Miley Cyrus, Kylie Jenner and Nicki Minaj being on their client list... While they have their headquarters in Manchester, London they have expanded their offerings globally due to their huge growth and massive success.

What do you love about your job?

I love the challenging and problem solving nature of my job. Whether it's coming up with a solution for a complex problem or just helping someone in my team. I love helping and mentoring people and see them grow and succeed.

What is the first piece of advice you would give to someone who wants to get into this sector?

First of all you must do what you love and love what you do. You must have the passion to learn new technologies and hunger for success. Make use of any opportunity to gain knowledge and new skills. If you feel struggling at the start, you must invest extra time whenever possible, at work or home, to learn.

What is the greatest quality you look for in a candidate?

Passionate and very keen to learn, don't be laid back and too submissive, be confident to present your own views on things that matter to you. Offer to showcase your work if possible and be proud of whatever you have achieved.

What advice would you give to succeed in landing the job you are applying/interviewing for?

Be passionate, don't shy away from asking questions, always willing to help others, be aware of what's happening around you in the team, in the company and in the technology sector. Stay focussed and invest as much time as you can in learning.

Have you ever encountered any bizarre interview moments?

Not many but recently interviewed a candidate who claimed to have years of experience on his CV relevant to what we were looking for but when asked basic questions about it, he had no clue about them. Upon further questions we found out that he was just supporting the team who were actually involved in the development of the system but not had the development experience himself.



“Don't be too laid back and submissive.”

What has been your most rewarding accomplishment?

I am proud of everything I have achieved so far, wherever I have worked I have accomplished not just my personal goals but the organisational as well. I take my reward and pride when I see my hard work coming to fruition. Whether it's a simple development task, a new website launch or helping/mentoring a junior pass professional certifications, all keep me coming back to work every day.

What questions do you like to ask at interviews and why?

I ask questions based on the things I have said above. I try to see if a person has the passion and eagerness to learn and grow. I ask about the proud moments or achievements in their career, any examples of problem solving and dealing with difficult situations. I try to find the reason they are looking to move on from their current role, is it just the money, environment or more that they are seeking from new role.



Mark Mitchelson

CIO at Sodexo



Sodexo develop, manage and deliver a unique array of on-site services, benefits & rewards services and personal and home services to their clients. Their unique integrated offering of services span over 100 professions, backed by nearly 425,000 employees in 80 countries. The company was founded in 1966 and have their headquarters in Paris, France.

What do you love about your job?

Working with my team to deliver great service, support or via project delivery, is a pleasure. Providing the team with the opportunity to learn and develop new skills provides me the personal reward I crave. Taking an idea, or a series of ideas, honing those with colleagues to design a solution and building the solution ready to deploy daily is a privilege

What is the first piece of advice you would give to someone who wants to get into this sector?

The first piece of advice I would give someone is, someone always knows more than you, listen and harness that value.

What is the greatest quality you look for in a candidate?

The ability to collaborate and lead oneself while doing so.

What advice would you give to succeed in landing the job you are applying/interviewing for?

Prepare, find out about your employers business - if you haven't bothered to find out who you want to work for how do they know you

want the role? Demonstrate with examples how you have achieved successes to date, how you delivered as well as what. The power of collaboration and ability to work across dimensions is very powerful. Think about how you position this to your potential employer

Have you ever encountered any bizarre interview moments?

Yes, a candidate, applying for a mid-level leadership role responding only with yes/no answers and having no questions to ask.

What has been your most rewarding accomplishment?

Becoming a father.

What questions do you like to ask at interviews and why?

What made you apply for this role at this company - I want to understand the candidate's motivation, its gets them talking about themselves quickly and comfortably about something they know intimately and finally we both need to understand if what they wish to do is what is on offer.



“Demonstrate with examples how you’ve achieved successes to date.”

Jamie McDermott

Head of Marketing at Dubber



Dubber provides software for cloud based call recording and audio asset management without the need for hardware or CapEx. They are the world's only platform to enable mobile cloud call recording for users on an entire network. The company was founded in 2011 in Melbourne, Australia, but first went live in 2014 to global recognition and acclaim. As a continually growing company, Dubber launched their brand new European headquarters in London in 2016.

What do you love about your job?

In marketing you get to experience all aspects of the business. Being able to jump from one area of focus to another is refreshing and it gives you a real sense of business understanding.

What is the first piece of advice you would give to someone who wants to get into this sector?

Think about what excites you within Marketing, as there are loads of specific areas of Marketing, from advertising to content, analytics to a more general role. Be open to try different areas of marketing and if you're starting from the bottom then be sure to try your hand at everything - finding a company to work for that enables you to experience these different specialism is a sure fire way to start your career on the right track.

Whilst an agency is the obvious choice for multi-discipline marketing, large companies and organisations may too be able to offer you the same experiences, so find a company that's suitable for you.

What is the greatest quality you look for in a candidate?

Ambition and the ability (and willingness) to learn is key for me. I don't look at degrees or any formal education before starting your career. What I do look at is your experiences and your ability to understand what you've achieved and what you'd like to achieve. If you're lacking in experience you could easily make up for in willingness to learn and adapt.

What advice would you give to succeed in landing the job you are applying/interviewing for?

Be focused on your job search. Whilst a scatter effect style of job hunting can work, especially at the beginning of your career, the higher up the ladder you get the more it will work against you. You also don't want to be lured in a direction that doesn't work for you, so be sure to sit down and review what you want from your next job. Talk it through with a friend or family member and then turn to the recruiter and ask for their thoughts. Be honest and up front about what you want and expect from your search - a good recruiter will be able to help steer you in the right direct and tell you honestly if your expectations don't meet reality.



"Ambition and the ability (and willingness) to learn is key for me."



Have you ever encountered any bizarre interview moments?

I've been pushed into some interviews that I shouldn't have been at, being interviewed for a 'straight out of uni' role when I was looking for a mid-management position. It can be awkward but it comes down to a miscommunication somewhere along the line, which happens, so it's best to get through the interview and review with the recruiter afterwards.

What has been your most rewarding accomplishment?

I try and set out regular goals for myself so that each week or month can feel like an accomplishment - not always as easy or successful as it may sound, but it's a good way to set yourself up for a good year ahead. I think my biggest accomplishment was in my goal setting to become a Head of Marketing - I worked out what I wanted to do, how I was (roughly) going to get there in a two-year period and I managed to do it in just under 10 months.

What questions do you like to ask at interviews and why?

I really like to understand a candidate's experiences and ability as much as possible before the interview. That way, the interview is more of a follow-up with more tailor-made questions for the candidate, leaving more time for questions about them, their interests and general personality questions. I've been in a number of interviews with individuals who can talk the talk - very, very well - but in reality they don't meet up to the expectations they've set, so it's important that I get to know them personally, as much as I can, in order to form an opinion on them and not just past work that they've done.

Louis Butcher

Digital Marketing Manager at WhoCanFixMyCar.com



Founded in 2011, WhoCanFixMyCar.com connects thousands of Britain's car owners with great local garages, mobile mechanics and dealerships every single week. Over 10,493 garages work with us, with more signing up every day, and so far over 700,862 drivers have used them. From Aston Martins to Reliant Robins, from MOTs to full restoration, they're sure to know a garage that can help.

What do you love about your job?

I love being able to measure every last interaction with my digital marketing activity. Success measurement is incredibly advanced and with the vast variety of tools available to digital marketers, you can confidently assess the success of a project. With solid measurement you are then empowered to build on your success or take action to litigate negative results.

What is the first piece of advice you would give to someone who wants to get into this sector?

To be a really good at digital marketing you need to be comfortable with numbers. Digital marketing isn't all about being creative, often it requires number crunching and analysis of lots of spreadsheets of data to find element that is driving success, the diamond in the rough. BUT, once you find that diamond it makes it all worthwhile!

What is the greatest quality you look for in a candidate?

Being driven and motivated enough to go the extra mile really makes the difference. By that I mean, success in digital marketing can often come down to perseverance. If your first attempt wasn't successful,

don't abandon it all, persevere, find the diamond in the rough and create your success!

What advice would you give to succeed in landing the job you are applying/interviewing for?

Create something for yourself; a blog, social media page, website portfolio. Without experience it can be difficult to stand out but by showing you are dedicated and passionate enough by creating a blog shows your determination to succeed and your work ethic.

Have you ever encountered any bizarre interview moments?

I once had to complete a task to give suggestions on how to improve a landing page. Turns out I ended up giving better suggestions than an agency and they hired me instead of the agency!

What has been your most rewarding accomplishment?

Since taking on the in house management of PPC, I have increased sales from the channel by 1,700%

What questions do you like to ask at interviews and why?

The basics are always a good gauge of someone's fit. Why do you want to be in marketing? What makes you a good fit for this role? If you can't nail those answers you've probably lost me completely.



Harry Lang

Marketing Director at Pinnacle



Pinnacle was founded in 1998 and are a sports betting website that focus on offering the best odds without the gimmicks that other bookmakers display. This professional approach has helped Pinnacle become one of the internet's largest online gaming operators who currently operate in over 200 countries. Pinnacle's headquarters are located on the island of Curaçao of the Kingdom of the Netherlands.

What do you love about your job?

Working at sports betting operator Pinnacle (<https://www.pinnacle.com>) is terrific. We operate in a number of different markets offering the best odds on web and mobile and I have a hugely talented marketing team around me covering a fully integrated spectrum of channels. Ultimately no day is the same – sometimes we face difficult challenges but mostly we are trying to optimize results against KPIs in creative and cost effective ways.

What is the first piece of advice you would give to someone who wants to get into this sector?

A working knowledge and keenness for betting is a great start although not essential. The betting world is very fast paced and highly competitive so you need to have done your homework on the sector and companies you want to work with and make sure you have a good idea of what value you can add to their marketing team. Pinnacle has a huge public resource of information in our educational Betting Resources portal.

What is the greatest quality you look for in a candidate?

The universal trait I look for is enthusiasm and an obvious desire to learn, especially in those who are in the early stages of their career. If I feel the individual can demonstrate they have worked hard to gain knowledge about our industry and business that will stand them in good stead against less prepared candidates.

What advice would you give to succeed in landing the job you are applying/interviewing for?

Do your homework. Nothing will kill an interview faster than someone who has obviously never visited our website and understood what products we offer. This sadly happens more than you might expect.

Have you ever encountered any bizarre interview moments?

Early in my career I was asked by one CEO in an interview to sell him a box of matches he had on his desk. I bet him a pound that he couldn't solve a pub trick I knew that utilised matches. Very luckily for me, he couldn't. I won a quid and latterly was offered the job.

“Nothing will kill an interview faster than someone who has obviously never visited our website.”



What has been your most rewarding accomplishment?

The rebrand from Pinnacle Sports to Pinnacle was a text book example of a project that included a huge number of stakeholders both internally and externally. We also had to achieve the right balance of new vs. legacy brand values, personality, tone of voice and design 'look & feel'. The rebrand went flawlessly and with universal positive feedback, which was incredibly satisfying.

What questions do you like to ask at interviews and why?

I try to avoid stock questions and challenge candidates with

situational questions related to the role in question. I want to see them think on their feet, demonstrate subject matter expertise and consider the pros and cons of their answers rather than simply recite business platitudes and marketing buzz-speak parrot fashion. At Pinnacle we constantly seek to promote a high performance culture and have found that this is best achieved when we hire people who have the ambition, personality and skill set to be a good cultural fit for the business. When we get this right we are able to hire the best people who go on to thrive within the business.



Joe Burridge

Senior Recruiter at EA (Electronic Arts)



EA was founded in 1982 with headquarters in Redwood City, California. The global video game company is a leading interactive entertainment software company with many notable projects including FIFA, The Sims, EA Sports and Plants vs Zombies. They deliver games, content and online services for Internet-connected consoles, personal computers, mobile phones and tablets.

What do you love about your job?

It's quite simple, I build teams to create products I love. That has to be the most satisfying part of a career in recruitment. My role at Electronic Arts is to find the best talent for our European video game studios who have released titles like Star Wars Battlefront II, Battlefield 1, FIFA18, Need for Speed and Mirrors Edge to name a few. It's amazing to see people you've hired do incredible work.

What is the first piece of advice you would give to someone who wants to get into this sector?

Recruiting is the most people focused career you can have, after all you're matchmaking people with people. This is what makes it so challenging but also so interesting. You need to be resilient, but the rewards are definitely worth it.

What is the greatest quality you look for in a candidate?

Their ability to learn. Can they learn quickly and do they strive to keep learning.

What advice would you give to succeed in landing the job you are applying/interviewing for?

Network. Use LinkedIn to find out who the recruiter or hiring manager is and make an introduction expressing why you think the role is perfect for you and why you would love to join the company. This makes a big impact. If you can have a positive and interesting conversation outside the typical interview process, or at least gather information that will help you with your interview, then this will help you stand out.

Have you ever encountered any bizarre interview moments?

Oh yes. When I was in a recruitment agency I had a candidate who was so nervous that he escaped the interview by scaling the fire escape.

What has been your most rewarding accomplishment?

In my previous position at Hudl I was part of a team of 6 that helped grow the business from 200 to 1,000+ in 2.5 years'. Seeing the business grow and achieve so much because of the people I brought into the business is incredibly rewarding.

"Gather information that will help you with your interview."



What questions do you like to ask at interviews and why?

I can filter out most people at interview from these questions;

Why do you want to work here? What is it about EA that excites you?
There's so many different answers to this question, I just want the candidate to give me a convincing answer.

What do you like about our products? If they can't answer this, then they haven't done their research. Especially when there's so much information online about our products.

What's the worst team you've been a part of? And then follow up with looking back, what could you have done to improve that team?
This question usually puts people on the back foot as most interviews focus on positive situations. But worst doesn't always mean bad. I want to hear what they've learned from working in past teams and how they're going to apply what they've learned in the future. This question is very good at picking out people who like to point blame.

Whether inside or outside of work, how do you keep pushing your skills forward? When hiring someone, you want to make sure they're on an upwards trajectory and that investing in them is worth it.
Someone who learns and pushes themselves is a good investment.



Shreya Shah

Internal Tech Recruiter at Yoti Ltd



Yoti, founded in 2014, are a London based technology company that have the mission to become the world's trusted identity platform. Yoti is a digital identity platform that makes it quicker, easier and safer for businesses to verify and authenticate their customers. They believe that current identity authentication is outdated and too heavily reliant on paper and tangibles, therefore making it easier for fraud and criminal activities. Their solutions are simple, fast and securing, ensuring that all data is protected and encrypted.

What do you love about your job?

The fact that I get to learn something new every day and I can interact with different people with different mindsets. It helps me to see things from different perspectives as well.

What is the first piece of advice you would give to someone who wants to get into this sector?

You must be prepared for hard work and failure. Recruitment is the best example of direct proportion; the more hard work you put in, the more success you get to see IMMEDIATELY!

What is the greatest quality you look for in a candidate?

Willingness to learn and an open mind. It is ok if they are not technically strong or do not know something, if they are eager to learn, then they can pick it up easily.

What advice would you give to succeed in landing the job you are applying/interviewing for?

Make sure you know the company inside out, read up on them and

always take a role in a company whom you believe in. If you disagree with what the company does, no matter how good the role is, you will never feel satisfied.

Have you ever encountered any bizarre interview moments?

A candidate telling me that he/she are no longer looking.

What has been your most rewarding accomplishment?

Placing a candidate for a difficult role and also when candidates come and tell you how much they enjoy their role and owe it to you.

What questions do you like to ask at interviews and why?

Personality based questions to determine the culture fit. Motivations, what do they do outside work, An area they would like to learn/improve.

*“Always take a role in a company
whom you believe in.”*



Sanja Jovanovic

Head of PPC at Four Dots



Four Dots is a New York based SEO agency who strive to help small to medium sized businesses maximise their online exposure and attract a wider audience. They currently collaborate with over 200 global clients and have over 60 SEO experts, content strategists, technical SEO's and writers on board their team. Four Dots was founded in 2013 and currently have offices in New York, Serbia and Australia.

What do you love about your job?

I love my job because I get to interact with varied groups of people which means I get to learn a lot. I have enough freedom to experiment and every day brings a new challenge.

What is the first piece of advice you would give to someone who wants to get into this sector?

You're going to be learning a lot and learning never stops. There will be days when you might feel overwhelmed and confused but after a while it will all start to make sense. Surround yourself with people more talented than yourself. Having a support network is beneficial in the long run.

What is the greatest quality you look for in a candidate?

This would depend on the role but savviness and eagerness to learn. Lack of experience doesn't necessarily mean the candidate is not right for the job. Eagerness to learn, not being afraid to admit mistakes and being honest are equally important.

What advice would you give to succeed in landing the job you are applying/interviewing for?

Never lie in your CV and be as honest as possible. I tend to ask various questions and I do not always care if you get the answer right or wrong as long as I can get familiar with your thought process. Don't be afraid to use your logic and opinion. Think about yourself as a brand. If you don't know how to behave properly during an interview how can we trust you to represent our business when meeting clients?

Have you ever encountered any bizarre interview moments?

Not sure if this counts as bizarre but a candidate kissed me on the cheek once after shaking my hand. You should have seen the look on my boss's face. Still trying to understand if it was a cultural difference issue, but it makes me laugh whenever I think about it.



"Never lie in your CV and be as honest as possible."



What has been your most rewarding accomplishment?

I think seeing the people I trained progress in their career and always getting back to me for a piece of advice. That always feels very good.

What questions do you like to ask at interviews and why?

I like to ask industry related questions just to see if the candidate is following the updates. A few questions about why something might not be working and where would they look for a problem can help get a clearer picture about someone's capabilities. Since not everyone thinks the same, it can be insightful for me as well. What industries they have the most experience working with and what would they be if they were to change their career? Also to explain to a 5 year old how AdWords works.

Louise McCarthy

Executive Director at Giggle



Giggle, founded in 2017, are a brand new platform for recruitment focusing on independent and freelance employees. They provide their clients the perks of perm with the freedom of freelance. They offer quality 'gigs' with an easy to use and convenient process, and all at a fraction of the cost of a typical recruiter – 50% less than market rate. They currently have their headquarters in London.

What do you love about your job?

Having the ability to make a difference and bring in innovation to the bank that was once very stale

What is the first piece of advice you would give to someone who wants to get into this sector?

Go for it! The finance sector is fast pace but fun. If you are prepared to be different, speak up, have creative ideas in what can make the business better this is a great sector. You need to learn about the business and sector problems. This will include what technology can improve the business and sector.

What is the greatest quality you look for in a candidate?

A self-starter, continuous. Don't give up. Forward. Hardworking. Nothing is impossible type person, done research on the sector and company, know what our business problems are.

What advice would you give to succeed in landing the job you are applying/interviewing for?

Be forward. Do the job hired for well but more. This will be finding

something that will make you stand out. Ask for time with me or leadership team to present. Offer to help with other problems. Come forward don't sit back and wait to be asked.

Have you ever encountered any bizarre interview moments?

I cannot recall any bizarre interview moments.

What has been your most rewarding accomplishment?

Cutting HMRC IT costs by £700m pa and breaking world's largest outsourcing agreement.

What questions do you like to ask at interviews and why?

Describe yourself in 3 words get to know the persons personality, what would you do in the first 30, 60 and 90 days in role. Get an idea of their process and plans



"Don't give up."

Contact us

Our offices are based in Moorgate, the nearest London underground stations being Moorgate (Metropolitan and Northern lines), Liverpool Street (Hammersmith & City, Circle and Metropolitan lines), Monument (District and Circle) and Bank (Northern and Central).

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