



# Virtual Interviewing

Successful "Meetings"  
Without Meeting In Person



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Jeff Lundwall - Managing Partner at Lundwall Group

- 10+ years of start-ups and digital publishing companies
- 14 years of recruiting for Media, Marketing, Advertising and AdTech
- 300+ hires in sales, marketing, product, operations and finance

Stephanie Vautravers - Partner at Lundwall Group

- 20+ years working in digital media sales
- Media Sales, Sales Leadership and Business Dev
- Media, Mobile, Programmatic and Custom Content

Meagan Soszynski - SVP, People at yieldmo

- 10 years executive leadership in digital media, technology & startups
- 15+ years recruitment specialization



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# Questions & Preparation

- Time | Technology | Topics
- Process & Participants
- Culture & Code



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- **Most people are bad at looking for a job**
  - You are not alone, most people don't practice so hard to be good
  - Preparation and getting a good idea of what the interview will consist of, is key
- **Questions:**
  - How much time will you have for the video call
  - What technology will be used
    - Be sure to download any required apps and perform updates (OS as well)
  - Are there any topics the interviewer will want to cover specifically?
  - Will other topics be covered in subsequent interviews and by other interviewers?
- **How many interviews in the process**
  - who and in what order
  - If there are people not included in the list, that you will want to 'meet with'? make a note of that
  - Ask if the interview will be recorded (some companies might want to socialize internally as a way to cut down the process)
- **What is the culture of the company (jeans or business casual)**
  - Pro tip: whatever the answer, make sure you class it up a notch

# Video Specific Interviewing Tips

- Prepare Materials
- Logistics
- Over Prepare and Expect Problems
- Practice, Practice, Practice!
- Take Notes

Don't do  
what I did!



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## 1. Video Specific Interviewing Tips

- **Prepare materials you would otherwise bring to an in-person interview.**
  - **Rather than count on another browser window, take screenshots or make .pdfs of materials**
    - **You can always print them out to show on screen and then use them as follow up**
  - **Be sure to test 'share screen' before getting on the call**
  - **Make sure you close all windows/tabs to avoid 'oversharing'**
- **Fix the camera so you look your best.**
  - **Put your laptop on a box, a pile of books or something else that will bring your laptop at face/shoulder level...looking straight ahead improves your appearance**
  - **Make sure you are looking directly at the camera, not at a window on the screen.**
    - **Remember to smile on camera...try practicing beforehand (maybe put a Post-it note with "Smile" on the monitor).**
  - **If you are using a window on your desktop for your video (vs. external camera), place it directly below the built in camera on your computer so it looks like you are talking directly to the interviewer**
  - **If using Zoom, make sure you are in the TOP 3rd of the screen and centered**
  - **Use the 'touch up my appearance' tool to help make up**

- for not having the best camera or lighting
- Avoid backlighting, it just makes you look creepy. Experiment with different places in your house/apartment to get the best light and background
- Since this is the new normal (for a while) do yourself a favor and buy some [new tools](#) to vidcon like a pro (especially if you are client facing...sales, account management, new biz, etc)
  - Laptop stand and external keyboard
  - External keyboard
  - Noise-cancelling headphones (in ear vs. Beats by Dre.)
  - Good external microphone
  - New router
  - Adjustable desk lamp
  - Pro tip - If you only do one thing, splurge for more bandwidth from your ISP
- Kids and pets are hard to control, but turning off your land-line (Boomer) and other alerts are distractions you can avoid
  - If things are really out of control at your house or apt, download [Krisp.ai](#) for free (and get 120min/week) for noise canceling. Get unlimited browser support for \$5/month.
  - Restart your machine before jumping on the call
  - Test audio and video
  - Perform a free Speed Test to check your connection the day before the interview, if the network is slow, you might be able to get your ISP to reset your router remotely
- Make sure your background is tidy
  - If it is not, it will be a reflection on you
- Don't just wear a dress-shirt or blouse, put on your pants/skirt and shoes...it will put you in a better mindset and you won't be [this guy](#), yes that is Will Reeve, a Good Morning America correspondent.
- Expect problems will happen but, when they do, keep your cool. How you handle the situation will give the interviewer insights to how you deal with challenges IRL
- PRACTICE! Don't walk into the interview not having practiced with friends or family members. Everyone is using video conferencing so ask for people to interview you (using expected questions) and so you can adequately test your equipment to eliminate issues as much as possible
- Take notes, more on that later

# Interviewing: Make It About Them

- Don't Be Late
- Resume = LinkedIn
- Review Your Story
- Do Your Research
- Have an Agenda
- Bring Questions
- Watch the Clock
- ABC and Next Steps



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## 1. Interview tips - general

- **Don't be late, it is a deal-killer**
  - even more important in these hyper-scheduled times
- **Make sure your resume matches your LinkedIn profile (exactly) when it comes to dates, education and jobs**
  - Often times hiring managers will go to your LinkedIn even if they have your resume (see how many connections you have, who you know in common, view your picture, etc)
- **Review your 'narrative'**
  - Have a short story about each company move, promotion, gap, etc.
  - You don't want to spend too much time on this, get back to the important stuff (what you are going to do for the company and how well you make the hiring manager look smart for hiring you)
- **Do your research (company, hiring manager, other interviewers, product, etc)**
  - Google news is a great source of info, as is the 'Press Release' section of the company website
  - To build rapport with your interviewer, try to find common ground early in the call. Former companies, hobbies, etc can be a good way to establish a personal connection
  - "Self-research" is smart as well, review your accomplishments from your last role but also your career, anything that might be relevant to the new role

- **Map your experience to the needs of the company (don't leave it to them to try to figure out why you are a fit for the job)**
  - Read between the lines of the job description and try to figure out what they are really looking for (what was it about your resume that got you the interview?)
    - You know more about your experience than any resume could, map your skills and experience to what THEY are looking for, tell them why they should want to keep talking
    - Don't focus on why you want the job, focus on what you can do for them
- **Have an agenda**
  - Hiring managers are more scheduled than ever in these times
    - More meetings
    - Competing with significant other for video conference space/equipment
    - Home schooling, etc
  - When you find out how much time you will have for the video call, make sure you have an agenda to cover so that, when you run out of time, you have made your most important points about you and what you can do for the company
    - Keep a list next to your monitor so you can check off topics as you go
  - Make sure talking about compensation is on your agenda
- **Have questions!**
  - Stay away from 'what is your management style' or 'cookie cutter' questions
    - Ask 'smart' questions. Industry
  - Reference current events or recent press about the company to gain insight to the company and culture
- **Watch the time**
  - Don't expect you will get more than the time that was scheduled.
  - If the interviewer is rambling or going off topic, take it upon yourself to politely bring the conversation back to the hire (and focus on your objectives)
- **ABC (Always Be Closing)**
  - Don't leave without asking if the interviewer has any questions or concerns that were not answered in the interview and, if so, how best to address them after the interview
  - Close with positive comments
  - If you are still interested in the job after the interview, make sure you let the interviewer know
- **Ask about next steps**
  - Additional interviews
  - People you would like to 'meet' as part of the process

# Follow Up

- Send Thank-You Note
  - Make It Specific to the Interview
  - 24-Hour Rule
- Stay in Touch with HR and/or Hiring Manager
- Be Transparent and Genuine



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## 1. Follow-up

- **One of the most important things to do, b/c if you don't you are not getting a call back.**
  - **Make is specific to something you spoke about during the call or provide more supporting information on the topic**
  - **Make sure you follow up by email w/in 24hrs of the meeting, even if it was on a Friday.**
  - **Don't use words like 'perfect'...there is no such thing as a perfect job (or a perfect candidate)**
- **Stay in touch, but find a good reason to do so**
  - **Forward an article or research relevant to the company and/or role**
  - **Stay positive, sometimes delays are happening that have nothing to do with you**
- **If you are talking with other companies about roles**
  - **Tell the hiring manager where you are in that process (and keep them in the loop) - this will encourage them to do the same with you**
- **DO NOT continue in the process if you are not serious about the company role**
  - **Getting an offer you are not going to take burns bridges (and takes opportunities away from other candidates)**
  - **By the time an offer comes, all of your questions/concerns should have been answered**



# Negotiating the Offer

- Reiterate Interest & Applicability for the Role
- Get Creative
- Be Gracious



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- **You received an offer, congratulations!**
  - Say 'thank you'! You have beat out all the other candidates (who knows how many) and they want YOU to be a part of their team.
  - Unless you were told the offer is their best, you can probably negotiate
  - If there was a stated range, and the offer is not at the top of that range, ask why
    - If shortcoming in experience or skills, determine a path to closing the gap
- **If there isn't a lot of flexibility with compensation**
  - Ask for a short-cycle review (6 months) to review your contributions (and compensation)
  - Ask for more equity (if available) or flexibility (though there is probably a lot of flexibility built into this environment)
  - Ask about getting training paid for by the company to up your skills
  - Additional PTO as another alternative
- **If you didn't get the job, don't take it personally. Be gracious and keep the relationship intact. You never know where that hiring manager will end up or if there will be other opportunities at that company. Keep it classy and appreciate the experience.**