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## Brand Manager Interview Questions

1. Please walk us through your resume.
2. How would you define our brand?
3. If we hire you for this job, what will be the first thing you do?
4. Tell us about your most successful marketing campaign.
5. Describe a time when you struggled to communicate something to one of your colleagues (for example marketing or product manager). What did you do to get your message over?
6. How would you identify the areas for improvement in our marketing efforts, in terms of brand integrity?
7. What are your expectations on the colleagues from marketing department, and on other people in the company?
8. Look at this campaign (they show you a short selection of creatives, or play you a short recording—radio advertisement for example). What would you improve on it from a position of a brand manager?
9. If you could choose any brand in the world, which one would you manage?  
Why would you choose this particular brand? In which way is it better than our brand? What can we learn from their brand building?
10. Tell us about your biggest failure as a marketer?
11. What do you consider the toughest aspect of this job?
12. Where do you see yourself in five years from now?
13. How would you evaluate the results of your work?
14. Tell us about a time when you experienced a difficult situation in your personal life and it had an impact on your performance at work.
15. What goals would you set for yourself if we hire you as our new brand manager?

**Source & answers:** <https://interviewpenguin.com/brand-manager-interview-questions/>