

Test Results and Interview Guide


Candidate: **Elizabeth Wantsajob**
Assessment: Internet Marketing Skills and Knowledge
Completed: May 8, 2026
Prepared for: Sara Maple
Example Company

What's Included

- Overall Score
- Competency Summary Table
- Comparison Matrix
- Detailed Competency Results with Interview Guide

Important Note: The Internet Marketing Skills and Knowledge assessment measures key factors related to high performance and tenure in this job. Attribute types measured vary by test, but can include cognitive ability, skills, knowledge, personality characteristics, emotional intelligence, and past behavioral history. This report includes a one page summary, followed by detailed results with an embedded interview guide. Note that these results should always be used as a part of a balanced candidate selection process that includes independent evaluation steps, such as interviews and reference checks.

Overall



Candidate	Score	Interpretation
Elizabeth Wantsajob beth.wantsajob@gmail.com Internet Marketing Skills and Knowledge May 8, 2026	76	

The candidate's scores indicate moderate to high performance potential in jobs that require Internet Marketing Skills and Knowledge. We recommend that this score be used in conjunction with a comprehensive process for evaluating potential performance, including the specific knowledge, skills, and abilities required for a particular job.

Key

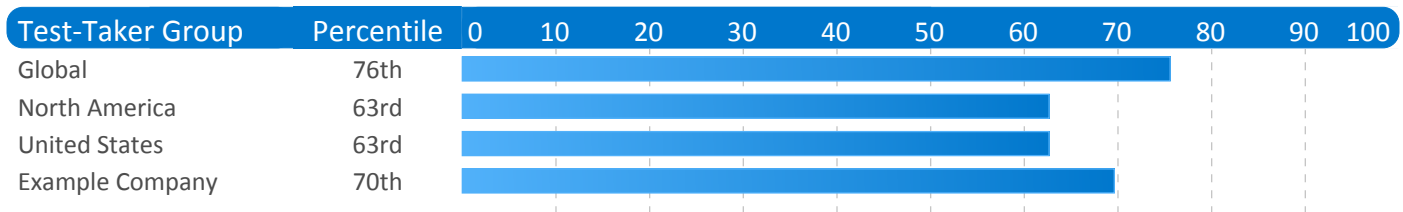
- ▼ Candidate Score
- Higher Risk
- Lower Risk

Competency Summary

Competency	Score	Interpretation
Skills/Knowledge (relates to immediate readiness)		
Internet Marketing Skills and Knowledge	76	
Writing	62	

Comparison

Percentile scores indicate how the candidate compares to other test-takers within various groups. The candidate scored equal to or better than the fraction of test-takers indicated by the percentile.



Detail

Candidate: Elizabeth Wantsajob, beth.wantsajob@gmail.com
 Assessment: Internet Marketing Skills and Knowledge
 Authorized: May 8, 2026, by Sara Maple, Example Company, qamailsaram.mike@hravatar.com
 Started: May 8, 2026, 7:18:51AM EDT
 Completed: May 8, 2026, 7:18:51AM EDT
 Overall Score: 76

Knowledge and Skills Detail

This section contains a list of job-related knowledge areas and skills that have been evaluated. Low scores in these areas often indicate that additional learning may be required before top performance can be achieved.

Detail

Interview Guide

Internet Marketing Skills and Knowledge

Score: 76



Description:

This competency covers aspects of Internet-based marketing that an up-to-date marketing professional should know. Terminology, conventions, and various Internet techniques are addressed.

Interpretation:

Candidate should achieve above average job performance in this area with little or no training.

Indicates an above average level of Internet Marketing Skills and Knowledge. Usually capable of performing independent assignments.

How do you stay up-to-date on Internet Marketing tools, techniques, and practices?



1

Makes little or no effort to stay up-to-date



2

Makes some effort to remain current



3



4

Clear approach to staying current.



5

How would you rate your ability to write marketing copy and short items, like tweets.



1

Little expectation of change.



2

Some expectation of change over time.



3



4

Expects and is always on the lookout for change.

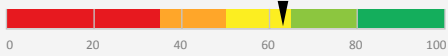


5

Detail

Writing

Score: 62



Description:

The ability to be concise, friendly, and accurate when drafting written communications.

Interpretation:

The candidate exhibits average writing skills, which can hinder high performance in some jobs.

Average writing style. Usually gets point across but may use extra words or inconsistent sentence structure. See writing sample section of report for raw essay(s) submitted.

Overall AI Score:	65.0
Approximate Word Count:	197
Average words per minute while composing:	21.7
AI Confidence Level:	80
Argument Strength (AI):	60.0
Clarity and Coherence (AI):	70.0
Grammar and Mechanics (AI):	60.0
Other Errors per 100 Words:	2.0
Spelling errors per 100 words:	1.0

Please see below to view the essay submitted.

Interview Guide

Are you comfortable when you need to express yourself through writing? Do you feel confident you can get the right message across? Tell me about a project or task where your writing skills were required for success. How did it go?



1

Not confident in own writing ability. Prefers speaking.



2

Somewhat confident in own writing ability. Writes frequently.



3



4

Very confident in ability to write. Has received compliments on clarity of written correspondences.



5

Writing Sample(s)

During the assessment, the candidate was asked to write one or more passages. The text they wrote is included in the table below for review.

Writing Sample - Question

Please write an essay of 100 - 800 words evaluating the advantages and disadvantages of living in a tropical climate.

Response

Living in a warm or tropical environment has a number of advantages and disadvantages. Whether it's right for you depends on your preferences, and in some cases, your health.

The advantages include the following:

- a. You can walk outside in light clothing almost every day and you never have to wear a heavy coat.
- b. Most plants and trees grow faster in warm climates so if you like to maintain a garden you will experience greater success.
- c. Nice weather every day means you are not stuck inside for long periods of time, which can sometimes cause depression.

At the same time, significant disadvantages include the following:

- a. It rains on most days and you need to be prepared for heavy rain at all times.
- b. The hot sun can cause severe sunburn if you are outside and not protected.
- c. Your air conditioning utility bill can be very high and it can drain financial resources.
- d. Hot humid weather can make strenuous exercise more difficult if you are not in good health.

When deciding if living in a tropical climate is right for you, consider which of these advantages or disadvantages is most meaningful for you.

[Misspelled Words: coatt (1), resourcez (1)]

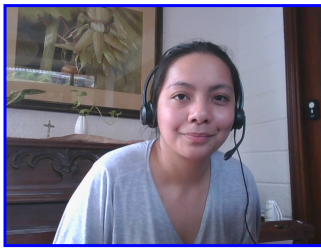
Comments (AI): The essay provides a balanced view of the advantages and disadvantages of living in a tropical climate. The ideas are logically presented and easy to follow, though there are minor spelling and grammar errors. The arguments are somewhat persuasive, but could be strengthened with more detailed examples and explanations. Overall, the essay meets the average scoring criteria.

Identity Confirmation Photos

The following photos of the candidate and any identification were uploaded during the assessment session.

Photo Analysis Results

- Risk:	Medium risk of cheating based on image inconsistencies
- Percent match among processed faces	100%
- Total images processed	17
- Total images with valid faces	14 (82%)
- Total pairs of faces compared	13
- Pairs in which faces matched	13 (100%)



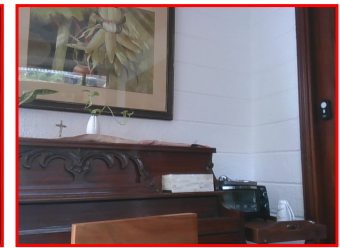
Pre/Post-Test Photo



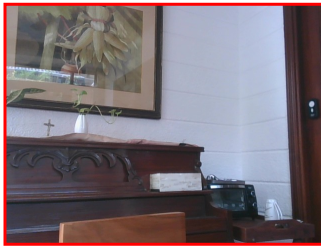
ID Photo



In-Test Error Detected (No Face Detected)



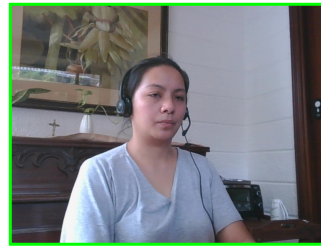
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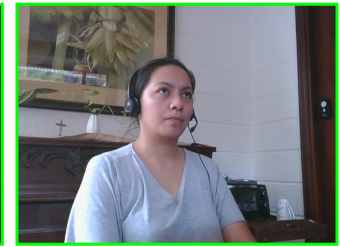
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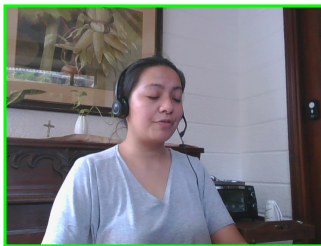
In-Test Photo



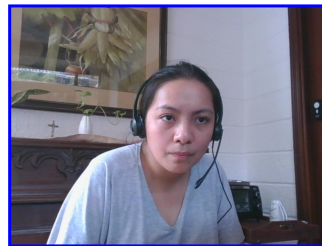
In-Test Photo



In-Test Photo



In-Test Photo



Pre/Post-Test Photo

Individual Responses Information

The following table provides question by question response information.

Question	Candidate Response Information
Writing (Response(s) Selected/Entered by Candidate)	Question / Response(s) Selected/Entered by Candidate

Question

CT3_ESAY_SAMPLE_REPORT_I_1
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Candidate Response Information

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Resume or CV

Summary

Updated on

Motivated career professional with extensive experience in office administration and management. Proven track record of improving efficiency, reducing costs, and enhancing office operations through strategic initiatives and technology implementation.

Objective

I am seeking a role where I can use my many skills and my exceptional judgment and empathy for customers to make a difference to a growing company.

Education

- Associate of Applied Science in Office Administration, Portland Community College, 2020

Experience

- General Office Clerk, Paramount Office Management, 09/2023 – Present
- Administrative Assistant, Global Enterprises Inc., 04/2021 – 08/2023
- Administrative Assistant, Innovative Business Solutions Ltd., 07/2019 – 03/2021

Other Qualifications

- Microsoft Office Specialist (MOS) Certification
- Certified Administrative Professional (CAP)
- International Association of Administrative Professionals (IAAP) Certification

Report Preparation Notes

- Hiring decisions should never be based on a single source of information. The most effective use of this assessment report is as a part of a multi-faceted program of candidate evaluation that includes resume review, interviews, and reference checks.
- Overall vs Percentiles Scores: The overall score reflects the success in the test, based on the mean (average) and standard deviation of the test scores. The percentile score reflects the percentage of test-takers who scored equal or below this overall score. We recommend you use the Overall Score as your primary evaluation criteria. However, percentile scores can often be useful in comparing specific candidates against one another and with a group, such as for test takers in a certain organization or within a certain account.
- Note that comparison information is calculated based on completed instances of this assessment at that time the assessment is scored. As additional instances are completed, the comparative data may change. You can always update a report to the current values by clicking on 'Recalculate Percentiles' within the online results viewing pages at www.hravatar.com.
- Most competency scores are norm-based, which means that they can be interpreted in terms of their distance from the average or mean score. For all scales, a score equal to the mean receives a score of 65 and scores above and below this value are set so that a score change of 15 equals one standard deviation.
- For linear competencies, higher is better across the entire scale. For these scales a score between 65 and 80 (light green) represents 0 to 1 standard deviation above the mean and a score above 80 (dark green) represents more than one standard deviation above the mean. Similarly, a score of 50 - 65 (yellow) represents 0 to 1 standard deviation below the mean, while a score of 35 - 50 (orange) equates to 1 to 2 standard deviations below the mean, and a score below 35 represents more than 2 standard deviations below the mean.
- Sim ID: 14138-1, Key: 0-0, Rpt: 68, Prd: 5147, Created: 2026-05-08 07:18 EDT
- UA: Mozilla/5.0 (Windows NT 6.3; Trident/7.0; Touch; rv:11.0) like Gecko

Notes

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