MarketScale Video Editor Writing & Communication Test

Welcome to the MarketScale Video Editor Writing & Communication Test. Strong communication skills, including grammar, clarity, and messaging, are essential for video editors working in a B2B marketing environment. Please complete all sections of this test and submit the link to your completed document as part of your application.

Instructions:

1. Make a copy of this document.

2. Complete all four sections below in red.

3. When finished, set your document's sharing settings to "Anyone with the link can view."

4. Submit the link in the provided application form.

Section 1: Grammar & Clarity

Task: Revise the following statement to meet professional B2B marketing standards in grammar, clarity, and tone.

"At MarketScale, we help business to business brands tell there story better with high quality video's and content that really helps them to engaged with there audience."

Evaluation Criteria:

- Corrects grammatical and syntactical errors
- Improves clarity and professional tone
- Aligns with B2B marketing language

Section 2: Caption Writing & On-Screen Text

Task: Write a concise, compelling on-screen caption (8 words or fewer) for a video about a cloud-based industrial IoT platform used in manufacturing.

Context: The platform enables real-time equipment performance tracking.

Evaluation Criteria:

- Clear and engaging message
- Concise (≤8 words) and impactful
- Suitable for B2B marketing

Section 3: Concise Messaging & Editing

Task: Improve the following video description to enhance engagement for LinkedIn:

"This video is about our latest software that helps businesses improve efficiency. It has AI features, is easy to use, and helps with a lot of problems that companies face. Watch to learn more."

Evaluation Criteria:

- Enhances engagement and persuasiveness
- Highlights key value propositions effectively
- Uses strong, professional marketing language

Section 4: Contextual Typography & Layout

Task: Describe how you would format the following call-to-action (CTA) text in a video to maximize readability and impact:

"Request a Free Demo Today!"

Evaluation Criteria:

- Demonstrates understanding of typography and layout principles
- Suggests font size, color, and placement for emphasis
- Ensures readability and professional appearance

Final Step: Submit Your Work

- Ensure all sections are completed thoughtfully and professionally.

- Copy the link to your document (ensure sharing settings allow viewing).

- Submit the link along with your test edit in the application form.

Thank you for completing the MarketScale Video Editor Writing & Communication Test. We look forward to reviewing your submission!