

Marketing Specialist Performance Appraisal

Employee Information

Name		Position	
Department		Period Reviewed	
Reviewer		Date	

Performance Criteria

Criteria	Rating (1-5)	Comments
Campaign Management		
Digital Marketing Skills		
Content Creation & Copywriting		
Analytical & Reporting Abilities		
Collaboration & Communication		
Creativity & Innovation		
Time Management		

Strengths

Areas for Improvement

Goals for Next Period

Employee Comments

Reviewer Signature

Employee Signature

Date