

Marketing Specialist Self-Assessment

Personal Information

Name

Email

Core Competencies

Market Research Skills

1

2

3

4

5

Digital Marketing (SEO, SEM, Social Media)

1

2

3

4

5

Content Creation & Copywriting

1

2

3

4

5

Campaign Planning & Execution

1

2

3

4

5

Data Analysis & Reporting

1

2

3

4

5

Strengths

Describe your top strengths as a Marketing Specialist:

Areas for Development

Which skills or knowledge areas do you want to improve?

Achievements

Share some marketing accomplishments you are proud of:

Goal Setting

What are your key goals for the next review period?

Additional Comments