**Frontend Developer Interview Scorecard**

Candidate Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Role Interviewed For: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Interviewer: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| **Dimension** | **Guidance** | **Score (1–5)** |
| Strategic Vision & GTM | 1-2: No coherent marketing strategy; reacts to short-term demands without plans.
3: Defines a clear 12–18 month marketing strategy aligned to company goals and segments.
4: Builds multi-year GTM plans with milestones, resource allocation, and scenario planning.
5: Anticipates market shifts, creates category-defining strategy, and drives long-term differentiation. |  |
| Brand & Positioning | 1-2: Messaging is inconsistent or lacks differentiation; brand activities are sporadic.
3: Establishes clear positioning and core messages applied across channels.
4: Creates differentiated brand identity with measurable awareness and perception goals.
5: Leads brand repositioning that opens new segments or significantly improves market perception. |  |
| Demand Generation & Growth | 1-2: No scalable lead-generation programs; relies on ad hoc channels or tactics.
3: Runs repeatable campaigns that deliver pipeline and meet CAC targets.
4: Optimizes the full funnel to improve conversion rates and lower CAC.
5: Designs scalable growth engines that sustainably accelerate ARR and improve LTV/CAC. |  |
| Data, Analytics & ROI | 1-2: Decision-making without metrics; lacks measurement framework or attribution.
3: Uses core metrics (CAC, LTV, conversion rates) to inform investments and campaigns.
4: Implements dashboards, experiments, and budget optimization loops to improve ROI.
5: Builds advanced attribution and predictive models to drive forward-looking investment decisions. |  |
| Product & Customer Insight | 1-2: Limited customer understanding; marketing operates disconnected from product and customers.
3: Regularly surfaces customer insights that inform messaging and roadmap decisions.
4: Leads cross-functional research programs to improve product-market fit and retention.
5: Shapes product strategy using deep segmentation and outcome-driven customer evidence. |  |
| Team Leadership & Talent Development | 1-2: Weak org structure or high turnover; little evidence of hiring or development plans.
3: Builds and develops a competent marketing team with clear roles and KPIs.
4: Scales the org, mentors leaders, and establishes career paths and performance processes.
5: Attracts top talent, builds a high-performing leadership bench, and executes succession planning. |  |
| Stakeholder Communication & Board Relations | 1-2: Fails to align or inform executives; surprises leadership with results or spend.
3: Communicates results and plans clearly and aligns with executive priorities.
4: Influences C-suite decisions using data-backed narratives and trade-off analyses.
5: Partners with CEO and board to set company strategy and secures necessary investment. |  |

 **Overall Evaluation**

**Strengths Observed:**

**Concerns / Weaknesses:**

**Recommendation (Yes / No / With Reservations):**

**Final Score (Avg / Weighted):**