**Frontend Developer Interview Scorecard**

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

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

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

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

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| **Dimension** | **Guidance** | **Score (1–5)** |
| Growth Strategy | 1-2: Cannot define target growth metrics or prioritize initiatives; proposals lack measurable goals.
3: Defines clear growth goals and a logical prioritization of tactics tied to metrics.
4: Creates multi-quarter growth plans with clear KPIs, trade-offs, and resource needs.
5: Anticipates market shifts, sets a visionary roadmap, and re-prioritizes to maximize long-term revenue. |  |
| Channel Acquisition | 1-2: Limited channel knowledge; cannot explain acquisition mechanics or past performance.
3: Manages core channels with steady execution and basic optimizations.
4: Designs and runs multi-channel campaigns tailored to segments and creatives.
5: Discovers and scales new high-ROI channels and consistently outperforms benchmarks. |  |
| Experimentation & A/B Testing | 1-2: Rarely runs experiments or uses improper controls and unclear hypotheses.
3: Designs experiments with clear hypotheses, tracking, and basic statistical checks.
4: Runs high-velocity tests, interprets results, and reliably implements winners.
5: Builds a systematic experiment program that drives sustained conversion lifts and learning. |  |
| Data & Analytics | 1-2: Cannot query analytics or misreads basic funnel metrics.
3: Uses analytics tools to extract insights, track funnels, and monitor KPIs.
4: Builds dashboards, segments users, and ties actions to CAC and LTV.
5: Creates attribution and predictive models that guide strategic growth decisions. |  |
| Technical Implementation | 1-2: Cannot explain tracking, tagging, or campaign setup; breaks implementations.
3: Manages GTM, tags, and integrations with engineering support.
4: Owns tracking plan, ensures data quality, and configures marketing automations.
5: Implements scalable event taxonomy and end-to-end automations with minimal engineering help. |  |
| Cross-functional Collaboration | 1-2: Poor stakeholder communication leading to delays or rework.
3: Coordinates with product, design, and sales to execute campaigns.
4: Leads cross-functional launches, aligns priorities, and resolves trade-offs.
5: Influences roadmap, secures resources, and drives company-wide adoption of growth initiatives. |  |
| Budget & ROI Management | 1-2: Loses track of spend and cannot explain CAC or ROI.
3: Manages budgets, forecasts spend, and monitors return metrics.
4: Optimizes channel mix to improve CAC and ROAS within targets.
5: Dynamically reallocates budget to maximize cohort LTV and reduce payback period. |  |

 **Overall Evaluation**

**Strengths Observed:**

**Concerns / Weaknesses:**

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

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