

Candidate Name: \_\_\_\_\_  
Role Interviewed: \_\_\_\_\_  
Interviewer: \_\_\_\_\_  
Date: \_\_\_\_\_

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## Dimensions

- **Growth Strategy — Score (1–5): \_\_\_\_\_**  
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 — Score (1–5): \_\_\_\_\_**  
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 — Score (1–5): \_\_\_\_\_**  
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 — Score (1–5): \_\_\_\_\_**  
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 — Score (1–5): \_\_\_\_\_**  
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.

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 — Score (1–5): \_\_\_\_\_**

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.

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## Overall Evaluation

Strengths Observed:

Concerns / Weaknesses:

Recommendation (Yes / No / With Reservations):

Final Score (Avg / Weighted):