**Frontend Developer Interview Scorecard**

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

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

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

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

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| **Dimension** | **Guidance** | **Score (1–5)** |
| Marketing Strategy | 1-2: No coherent long-term plan; decisions are ad hoc and reactive. 3: Defines a clear annual marketing strategy aligned to business goals and KPIs. 4: Builds multi-year strategy, prioritizes channels, and sequences initiatives for impact. 5: Creates visionary strategy that anticipates market shifts and creates sustainable competitive advantage. |  |
| Demand Generation & Growth | 1-2: Cannot design or scale repeatable acquisition programs; inconsistent results. 3: Runs predictable campaigns that reliably generate leads and opportunities. 4: Optimizes funnel metrics and scales high-ROI channels across segments. 5: Drives material revenue growth through creative channel experiments and scalable systems. |  |
| Brand & Positioning | 1-2: Messaging is inconsistent and confused across touchpoints. 3: Maintains a coherent value proposition and consistent messaging across channels. 4: Differentiates the brand in market and guides creative and content to reinforce position. 5: Successfully repositions the brand to capture new segments and measurably increases brand equity. |  |
| Analytics & ROI | 1-2: Lacks measurement or attribution; cannot tie activities to outcomes. 3: Tracks core metrics, reports campaign ROI, and makes data-driven decisions. 4: Builds attribution models, links marketing to revenue, and optimizes spend. 5: Implements advanced analytics that improve LTV/CAC and drive investment shifts with measurable impact. |  |
| Leadership & Team Building | 1-2: Poor people management; high turnover or unclear roles. 3: Hires, develops, and manages a reliable team with clear goals. 4: Builds a high-performing team with succession planning and role clarity. 5: Develops leaders across the org, retains top talent, and scales team capability proactively. |  |
| Cross-functional Collaboration | 1-2: Operates in silos and misses alignment with sales or product. 3: Coordinates with sales, product, and ops on launches and campaigns. 4: Proactively influences product roadmap and sales motions to maximize impact. 5: Establishes cross-functional processes that integrate marketing into core business planning. |  |
| Communication & Stakeholder Influence | 1-2: Fails to communicate strategy or results to executives and stakeholders. 3: Presents clear plans and status updates to leadership and partners. 4: Persuades stakeholders to secure resources and cross-team support. 5: Influences board-level or executive decisions and drives company-wide adoption of marketing initiatives. |  |

**Overall Evaluation**

**Strengths Observed:**

**Concerns / Weaknesses:**

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

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