

Candidate Name: _____
Role Interviewed: _____
Interviewer: _____
Date: _____

Dimensions

- **Marketing Strategy — Score (1–5): _____**

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 — Score (1–5): _____**

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 — Score (1–5): _____**

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 — Score (1–5): _____**

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 — Score (1–5): _____**

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.

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 — Score (1–5): ____**

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):