**Frontend Developer Interview Scorecard**

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

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

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

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

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| **Dimension** | **Guidance** | **Score (1–5)** |
| Social Strategy & Planning | 1-2: No clear channel strategy; reactive posting without goals.
3: Creates basic monthly plans tied to a single objective.
4: Builds cross-channel plans with audience segmentation and KPIs.
5: Develops multi-quarter strategies aligned to business goals and measurables with test-and-learn roadmap. |  |
| Content Creation & Copywriting | 1-2: Writes generic or tone-deaf copy with poor formatting.
3: Produces clear, on-brand posts with basic visual assets.
4: Crafts platform-specific copy and concise briefs for designers.
5: Delivers high-impact creative concepts, scripts, and templates that drive engagement uplift. |  |
| Community Management & Engagement | 1-2: Ignores comments or responds inconsistently and defensively.
3: Responds promptly to routine questions and flags issues.
4: Builds engagement routines, escalates issues, and fosters conversations.
5: Designs programs that grow active community, reduces churn, and converts advocates. |  |
| Analytics & Measurement | 1-2: Relies on vanity metrics without interpretation.
3: Tracks core metrics and reports weekly performance.
4: Analyzes trends, performs A/B tests, and recommends optimizations.
5: Builds dashboards tying social metrics to business outcomes and ROI. |  |
| Paid Social & Campaign Execution | 1-2: No experience setting ad targeting or budgets; wastes spend.
3: Runs basic boosted posts and monitors CPM/CTR.
4: Sets targeting strategies, optimizes bids, and tests creative.
5: Designs integrated paid strategies that scale efficiently and hit CPA targets. |  |
| Cross-functional Collaboration | 1-2: Works in isolation; misses stakeholder input and deadlines.
3: Communicates clearly with design and product on deliverables.
4: Coordinates timelines, briefs agencies, and aligns stakeholders.
5: Leads cross-functional initiatives, negotiates trade-offs, and delivers on complex launches. |  |
| Brand Voice & Reputation Management | 1-2: Misrepresents brand voice or mishandles negative feedback.
3: Maintains voice on routine posts and follows escalation playbooks.
4: Adapts voice by platform and mitigates reputation risks proactively.
5: Creates tone guides, trains teams, and manages crises with measured responses. |  |

 **Overall Evaluation**

**Strengths Observed:**

**Concerns / Weaknesses:**

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

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