**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):**