
Sample Appraisal Form Filled by Employee

Employee Name: John Smith

Position: Marketing Coordinator

Department: Marketing

Evaluation Period: January 2023 - December 2023

Date of Submission: [Date]

Section 1: Self-Assessment

1. Job Knowledge and Skills:

I have developed a deep understanding of digital marketing strategies, including SEO, content marketing, and social media campaigns. My proficiency with analytics tools has grown, allowing me to effectively measure campaign success and make data-driven decisions.

2. Quality of Work:

My focus on detail has led to a significant increase in campaign engagement rates, with a 20% increase in website traffic and a 30% boost in lead generation compared to the previous year.

3. Productivity:

I have successfully managed multiple campaigns simultaneously, ensuring timely execution and delivery. My ability to prioritize tasks effectively has increased my productivity, contributing to the team's overall success.

4. Initiative:

I introduced a new social media platform strategy that targeted a younger demographic, resulting in a 15% increase in our audience reach among that group. This initiative also opened up new avenues for brand partnerships.

5. Teamwork and Cooperation:

I have actively collaborated with the sales team to align marketing efforts with sales goals, leading to a more cohesive strategy and improved sales leads quality.

6. Dependability:

I have consistently met deadlines and exceeded expectations in campaign delivery. My reliability has been acknowledged by my team and superiors, making me a go-to person for critical projects.

7. Communication Skills:

I have effectively communicated campaign strategies and results to stakeholders at all levels, ensuring transparency and alignment with company goals. My presentations to the management team have been well-received, leading to quicker decision-making processes.

Section 2: Achievements

- Successfully launched 4 major marketing campaigns, exceeding KPIs by an average of 25%.
- Developed a content marketing strategy that increased customer engagement by 40%.
- Led a cross-departmental project to integrate CRM software, enhancing customer data analysis capabilities.

Section 3: Goals for Next Evaluation Period

- Implement an advanced SEO strategy to increase organic search traffic by 30%.

- Develop a training program for new team members on digital marketing best practices.
- Explore emerging markets and platforms to expand our brand presence.

Section 4: Professional Development Needs

I seek to enhance my skills in data science and analytics to leverage big data for more targeted marketing strategies. Attending workshops or courses in this area would be beneficial.

Employee's Signature: John Smith

Date: [Date]