Handover Reports After Resignation

Employee Name: John Doe

Position: Senior Marketing Analyst

Department: Marketing

Resignation Date: March 31, 2024

Report Date: March 24, 2024

Introduction:

This handover report is prepared by John Doe as part of the resignation process from the position of Senior Marketing Analyst in the Marketing Department at Globex Corporation. The purpose of this report is to ensure a smooth transition of duties and responsibilities to the successor or temporary in-charge. It outlines ongoing projects, key responsibilities, important contacts, and any other relevant information necessary for the seamless continuation of work.

Key Responsibilities:

Daily Duties and Tasks:

- Conduct daily market analysis using tools like Google Analytics and SEMrush.
- Coordinate with the content team to align on SEO strategies.

Ongoing Projects:

- Market Expansion Analysis: Currently in the data collection phase with a deadline for initial findings on April 15, 2024.
- Contact information for project stakeholders:

Project Lead: Emily Turner, emily.turner@globex.com

Upcoming Deadlines and Priorities:

- Finalize and present the Q2 Marketing Strategy by April 5, 2024.
- Prioritize the analysis of competitor marketing strategies due by April 20, 2024.

Important Contacts:

Internal Contacts:

- Marketing Director: Alex Smith, alex.smith@globex.com
- Content Team Lead: Sarah Chen, sarah.chen@globex.com

External Contacts:

- SEMrush Account Manager: Michael Johnson, michael.johnson@semrush.com
- Google Analytics Support: ga-support@google.com

Documents and Files:

- Marketing strategies and reports are stored on the Globex shared drive under "Marketing Strategies 2024".
- Access to Google Analytics and SEMrush through credentials stored in the Marketing Passwords document.

Pending Issues and Challenges:

 The Q2 Strategy needs more competitor data. Consider extending the research period or using alternative data sources.

Recommendations for Successor:

- Keep a close eye on the SEMrush updates; they're crucial for our SEO efforts.
- Continue the weekly check-in meetings with the content team for alignment.

Additional Information:

 The marketing team's weekly meeting is every Wednesday at 10 AM; it's a great time to discuss strategies and address any issues.

Conclusion:

I, John Doe, hereby confirm that the information provided in this handover report is accurate to the best of my knowledge. I am committed to ensuring a smooth transition and am available for any questions or clarifications during the handover period.

Employee's Signature: John Doe

Date: March 24, 2024.