**Frontend Developer Interview Scorecard**

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

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

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

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

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| **Dimension** | **Guidance** | **Score (1–5)** |
| Strategic Vision & GTM | 1-2: No coherent marketing strategy; reacts to short-term demands without plans. 3: Defines a clear 12–18 month marketing strategy aligned to company goals and segments. 4: Builds multi-year GTM plans with milestones, resource allocation, and scenario planning. 5: Anticipates market shifts, creates category-defining strategy, and drives long-term differentiation. |  |
| Brand & Positioning | 1-2: Messaging is inconsistent or lacks differentiation; brand activities are sporadic. 3: Establishes clear positioning and core messages applied across channels. 4: Creates differentiated brand identity with measurable awareness and perception goals. 5: Leads brand repositioning that opens new segments or significantly improves market perception. |  |
| Demand Generation & Growth | 1-2: No scalable lead-generation programs; relies on ad hoc channels or tactics. 3: Runs repeatable campaigns that deliver pipeline and meet CAC targets. 4: Optimizes the full funnel to improve conversion rates and lower CAC. 5: Designs scalable growth engines that sustainably accelerate ARR and improve LTV/CAC. |  |
| Data, Analytics & ROI | 1-2: Decision-making without metrics; lacks measurement framework or attribution. 3: Uses core metrics (CAC, LTV, conversion rates) to inform investments and campaigns. 4: Implements dashboards, experiments, and budget optimization loops to improve ROI. 5: Builds advanced attribution and predictive models to drive forward-looking investment decisions. |  |
| Product & Customer Insight | 1-2: Limited customer understanding; marketing operates disconnected from product and customers. 3: Regularly surfaces customer insights that inform messaging and roadmap decisions. 4: Leads cross-functional research programs to improve product-market fit and retention. 5: Shapes product strategy using deep segmentation and outcome-driven customer evidence. |  |
| Team Leadership & Talent Development | 1-2: Weak org structure or high turnover; little evidence of hiring or development plans. 3: Builds and develops a competent marketing team with clear roles and KPIs. 4: Scales the org, mentors leaders, and establishes career paths and performance processes. 5: Attracts top talent, builds a high-performing leadership bench, and executes succession planning. |  |
| Stakeholder Communication & Board Relations | 1-2: Fails to align or inform executives; surprises leadership with results or spend. 3: Communicates results and plans clearly and aligns with executive priorities. 4: Influences C-suite decisions using data-backed narratives and trade-off analyses. 5: Partners with CEO and board to set company strategy and secures necessary investment. |  |

**Overall Evaluation**

**Strengths Observed:**

**Concerns / Weaknesses:**

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

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