

Candidate Name: _____
Role Interviewed: _____
Interviewer: _____
Date: _____

Dimensions

- **Demand Gen Strategy — Score (1–5): _____**
1-2: No coherent target segments or measurable goals; reactive tactics. 3: Defines target segments, ICPs, and clear quarterly goals tied to pipeline. 4: Creates multi-channel plans prioritized by expected pipeline impact. 5: Builds multi-quarter strategy with forecasts, hypotheses, and resource prioritization.
- **Campaign Execution & Operations — Score (1–5): _____**
1-2: Misses deadlines, poor QA, inconsistent launch processes. 3: Executes campaigns on schedule with standard QA and tracking. 4: Runs coordinated multi-channel campaigns with A/B testing and optimization. 5: Designs repeatable, scalable campaign processes and continuous improvement loops.
- **Performance Measurement & Analytics — Score (1–5): _____**
1-2: Cannot interpret basic campaign metrics or lacks measurement plan. 3: Tracks core KPIs (CPL, MQLs, conversion) and reports trends. 4: Performs root-cause analysis and attribution to channels and creative. 5: Builds predictive models tying activities to revenue and recommends data-driven pivots.
- **Lead Nurturing & Funnel Optimization — Score (1–5): _____**
1-2: No personalized nurture or broken handoffs to sales. 3: Implements segmented nurture flows and SLA-based handoffs. 4: Optimizes journeys and improves conversion rates across funnel stages. 5: Designs lifecycle programs that materially reduce CAC and accelerate time-to-close.
- **Marketing Technology & Automation — Score (1–5): _____**
1-2: Limited tool knowledge; broken integrations or tracking gaps. 3: Manages CRM and MA tool flows, lead scoring, and tagging correctly. 4: Implements advanced automations, clean integrations, and governance. 5: Architects scalable martech stack and reduces manual work through automation.

1-2: Poor communicator; ignores stakeholder needs and feedback. 3: Coordinates with sales, content, and product to launch campaigns. 4: Proactively aligns goals, SLAs, and feedback loops with partners. 5: Influences roadmap and drives cross-org programs that increase pipeline.

- **Budgeting & ROI Optimization — Score (1–5): _____**

1-2: Mismanages budget and lacks ROI tracking. 3: Allocates budget and monitors CPA/CPL against targets. 4: Optimizes channel mix based on ROI and runs cost-driving experiments. 5: Dynamically reallocates spend to maximize LTV:CAC and achieve revenue goals.

Overall Evaluation

Strengths Observed:

Concerns / Weaknesses:

Recommendation (Yes / No / With Reservations):

Final Score (Avg / Weighted):