**Frontend Developer Interview Scorecard**

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

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

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

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

|  |  |  |
| --- | --- | --- |
| **Dimension** | **Guidance** | **Score (1–5)** |
| Marketing Technology & Tools | 1-2: Limited familiarity with core martech; struggles to demonstrate tool configurations or integrations.
3: Comfortable using major tools (MAP, CMS, analytics); can execute standard configurations and troubleshoot common issues.
4: Configures complex workflows, manages integrations, and documents technical setups for others.
5: Selects and implements new martech, leads migrations, and defines architecture to support scale and governance. |  |
| Campaign Execution & Automation | 1-2: Misses deadlines, delivers error-prone campaigns, or cannot implement basic automation.
3: Delivers campaigns reliably using automation, maintains schedules, and follows QA checklists.
4: Builds reusable automation, optimizes flows for efficiency, and reduces manual work.
5: Designs enterprise-level automation strategies that increase throughput and reduce cost per lead. |  |
| Data & Analytics | 1-2: Cannot validate data quality or produce reliable reports; unaware of basic attribution concepts.
3: Produces accurate reports, tracks key metrics, and troubleshoots common data issues.
4: Builds dashboards, defines KPIs, and performs attribution analysis to inform decisions.
5: Establishes measurement frameworks, drives data governance, and delivers predictive models influencing strategy. |  |
| Process & Project Management | 1-2: Ad hoc work style; lacks clear processes, causing repeated rework and missed milestones.
3: Maintains project plans, manages timelines, and enforces basic process steps.
4: Designs scalable processes, reduces bottlenecks, and improves throughput with clear SLAs.
5: Leads cross-team program management, drives continuous improvement, and institutionalizes best practices. |  |
| Lead Management & CRM Integration | 1-2: Poor understanding of lead flows; cannot map or troubleshoot CRM sync issues.
3: Configures lead routing, ensures data flows to CRM, and monitors lead hygiene.
4: Optimizes lead scoring, reduces leakage between systems, and documents handoffs.
5: Designs end-to-end lead lifecycle, aligns marketing-sales SLAs, and measures conversion impact. |  |
| Cross-functional Collaboration & Communication | 1-2: Poor stakeholder communication; misses alignment and creates confusion.
3: Communicates clearly with marketing and sales peers and attends regular syncs.
4: Proactively coordinates stakeholders, negotiates trade-offs, and documents decisions.
5: Builds strong partnerships across teams, influences roadmap, and mentors peers in collaboration skills. |  |
| Strategy & Continuous Optimization | 1-2: Reactive approach; does not tie operations to business goals or optimization cycles.
3: Implements A/B tests, optimizes tactics based on metrics, and supports campaign goals.
4: Proposes optimization plans, prioritizes experiments, and measures impact on revenue metrics.
5: Defines ops-driven strategy, establishes experimentation roadmap, and scales learnings across programs. |  |

 **Overall Evaluation**

**Strengths Observed:**

**Concerns / Weaknesses:**

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

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