

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

Dimensions

- **Marketing Technology & Tools — Score (1–5): _____**

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 — Score (1–5): _____**

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 — Score (1–5): _____**

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 — Score (1–5): _____**

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.

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 — Score (1–5): _____**

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 — Score (1–5): _____**

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):