**Frontend Developer Interview Scorecard**

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

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

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

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

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| **Dimension** | **Guidance** | **Score (1–5)** |
| Marketing Strategy | 1-2: Cannot articulate a coherent go-to-market plan or links between marketing and business goals.
3: Defines a clear annual strategy tied to target segments and measurable company objectives.
4: Builds differentiated multi-year strategy with prioritized initiatives and clear trade-offs.
5: Creates visionary, adaptable strategy that anticipates market shifts and cascades into team roadmaps. |  |
| Demand Generation | 1-2: Relies on ad-hoc campaigns with no funnel ownership or repeatable processes.
3: Delivers predictable pipeline through integrated channels and campaign planning.
4: Scales demand with optimized channel mix, cadence, and playbooks for conversion.
5: Drives step-change growth via new acquisition engines and scalable repeatable demand programs. |  |
| Brand & Positioning | 1-2: Cannot clearly articulate product positioning or target customer value proposition.
3: Defines clear positioning and consistent messaging used across channels.
4: Differentiates brand in market, influences product messaging, and drives awareness metrics.
5: Establishes category or thought leadership positioning that materially shifts market perception. |  |
| Analytics & Measurement | 1-2: Lacks measurable KPIs or cannot explain outcomes with data.
3: Defines and tracks key metrics (pipeline, CAC, LTV) and reports regularly.
4: Uses experimentation and attribution models to optimize spend and channels.
5: Implements advanced measurement frameworks that reliably predict growth and ROI. |  |
| Team Leadership | 1-2: Poor team structure or high turnover and limited hiring or development practices.
3: Builds capable team, hires well, and provides regular feedback and goals.
4: Develops leaders, defines clear roles, and improves team productivity and retention.
5: Creates high-performing marketing organization with succession, clear career paths, and strong culture of execution. |  |
| Cross-functional Partnership | 1-2: Fails to align with sales, product, or executive teams; causes friction.
3: Collaborates with sales and product to align campaigns and GTM execution.
4: Proactively coordinates cross-functional plans and resolves conflicts to accelerate launches.
5: Influences company strategy, secures stakeholder buy-in, and orchestrates major cross-functional initiatives. |  |
| Budget & ROI | 1-2: Cannot justify spend or track ROI; overspends with little impact.
3: Manages budget to meet targets and reallocates based on performance.
4: Optimizes spend to improve ROI and presents clear business cases for investments.
5: Aligns investment to strategic priorities and consistently demonstrates strong return on marketing spend. |  |

 **Overall Evaluation**

**Strengths Observed:**

**Concerns / Weaknesses:**

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

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