ZYTHR

Candidate Name: _____

Role Interviewed: _____

Interviewer: _____

Date: _____

Dimensions

- Marketing Strategy — Score (1–5): _____

  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 — Score (1–5): _____

  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 — Score (1–5): _____

  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 — Score (1–5): _____

  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 — Score (1–5): _____

  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.

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 — Score (1–5): _____

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):