

Employee: John Smith **Title:** Senior Marketing Manager **Department:** Marketing Department

Key Responsibilities

- Develop and execute marketing campaigns
- Manage the marketing budget
- Oversee social media strategy
- Analyze marketing data

Performance Ratings

- Communication: Meets Expectations
- Teamwork: Exceeds Expectations
- Initiative: Meets Expectations
- Problem Solving: Needs Improvement

Goal Achievement

- Increased website traffic by 15%: Partially Achieved
- Launched a new social media campaign: Fully Achieved

Challenges Faced

- Budget constraints
- Lack of resources

Strengths

- Strong communication skills
- Excellent teamwork
- Creative thinking

Areas for Improvement

- Problem-solving



- Data analysis

Suggested Training

- Data Analysis for Marketing
- Advanced Problem Solving

Development Goals

- Improve problem-solving skills
- Enhance data analysis capabilities
- Lead a cross-functional project

Manager Feedback

John is a valuable member of the team. Focus on improving analytical skills and problem-solving abilities. Continue to leverage teamwork skills.

Employee Reflections

I appreciate the feedback and plan to focus on the areas identified for improvement.

Agreed Next Steps

- Enroll in the suggested training programs
- Participate in a cross-functional project
- Regular check-ins with manager

Progress Monitoring

- Monthly progress meetings
- Tracking training completion
- Project milestones

Rating Scale: Exceeds Expectations, Meets Expectations, Needs Improvement

