|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Self-Evaluation Performance Review | | | | | | | | | | |
|  | |  |  | |  | | | |  |  |
| Employee Name: | | Jane Doe | | |  | Position/Role: | | Digital Marketing Specialist | | |
| Department: | | Marketing | | |  | Review Period: | | January – June 2025 | | |
|  | |  |  | |  | | | |  |  |
| *Note: For each performance area, check the box that best describes how you view your performance.* | | | | | | | | | | |
|  |  | |  | |  | | | |  |  |
| Self-Assessment Areas | | | | Needs Improvement | Fair | | Good | | Very Good | Excellent |
| Quality of Work | | | |  |  | |  | |  |  |
| Productivity & Efficiency | | | |  |  | |  | |  |  |
| Problem-Solving | | | |  |  | |  | |  |  |
| Flexibility | | | |  |  | |  | |  |  |
| Initiative | | | |  |  | |  | |  |  |
| Time Management | | | |  |  | |  | |  |  |
|  | | | |  |  | |  | |  |  |
|  | | | |  |  | |  | |  |  |
|  | | | |  |  | |  | |  |  |
|  | | | |  |  | |  | |  |  |
|  | | | |  |  | |  | |  |  |
| **Open-Ended Questions** | | | |  |  | |  | |  |  |
| **What accomplishments are you most proud of during this review period?** | | | | | | | | | | |
| I successfully led the launch of our Q2 social media campaign, which increased engagement by 35%. I also mentored a new team member and helped them onboard smoothly. | | | | | | | | | | |
|  | | | | | | | | | | |
| **What areas do you feel you need to improve on?** | | | | | | | | | | |
| I need to improve my problem-solving skills, especially when handling unexpected campaign issues under pressure. | | | | | | | | | | |
|  | | | | | | | | | | |
| **What support or resources would help you perform better?** | | | | | | | | | | |
| Access to advanced analytics tools and more frequent feedback sessions with my manager would help me refine my strategies. | | | | | | | | | | |
|  | | | | | | | | | | |
| **What are your goals for the next review period?** | | | | | | | | | | |
| * Complete a certification in Google Analytics. * Improve campaign turnaround time by 20%. * Lead a cross-functional project with the sales team. | | | | | | | | | | |
|  | | | | | | | | | | |