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| Self-Evaluation Performance Review |
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| Employee Name: | Jane Doe |  | Position/Role: | Digital Marketing Specialist |
| Department: | Marketing |  | Review Period: | January – June 2025 |
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| *Note: For each performance area, check the box that best describes how you view your performance.* |
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| Self-Assessment Areas | Needs Improvement | Fair | Good | Very Good | Excellent |
| Quality of Work |[ ] [ ] [ ] [x] [ ]
| Productivity & Efficiency |[ ] [ ] [x] [ ] [ ]
| Problem-Solving |[ ] [x] [ ] [ ] [ ]
| Flexibility |[ ] [ ] [x] [ ] [ ]
| Initiative |[ ] [ ] [x] [ ] [ ]
| Time Management |[ ] [ ] [ ] [ ] [x]
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| **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. |
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| **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. |
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| **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. |
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| **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.
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