

Employee Performance Review Template Example

Employee Name	Alexandra Mattson
Employee ID	EMP-02458
Position Held	Marketing Coordinator
Department	Marketing
Reviewer Name	Aviv Perez
Reviewer Title	Marketing Manager
Date of Current Review	MM/DD/YY
Date of Last Review	MM/DD/YY
Date Submitted	MM/DD/YY

Performance Ratings

Quality	Needs Improvement (1)	Below Expectations (2)	Meets Expectations (3)	Exceeds Expectations (4)	Outstanding (5)	Score
Works to Full Potential			3			3
Quality of Work				4		4
Work Consistency			3			3
Communication				4		4
Independent Work				4		4
Takes Initiative			3			3
Collaboration and Teamwork					5	5
Productivity				4		4
Creativity and Innovation		2				2
Problem-Solving			3			3
Adaptability and Learning				4		4
Integrity and Ethics				4		4
Client and Customer Relations			3			3
Technical Skills				4		4
Dependability					5	5
Attendance and Punctuality				4		4
Total Score out of 80	59					

Performance Summary

Strengths	Areas for Improvement
Excellent teamwork and dependability	Creative problem-solving skills
Consistently delivers high-quality work	Greater initiative on independent projects
Strong communication with both internal teams and clients	Creating innovative approaches to marketing strategies

Previously Set Goals

Goal	Achieved?	Notes
Increase email marketing engagement rate by 15%.	Yes	Achieved a 17% increase through A/B testing.
Develop two new social media campaign strategies.	No	Completed one campaign; the second is in progress.

Goals for Next Review

Goal	Key Action Steps	Resources or Support Needed	Target Completion Date
Develop at least three data-driven content marketing campaigns.	Research current trends, analyze audience behavior, and develop content accordingly.	Analytics tools and competitor analysis reports	MM/DD/YY
Improve creative problem-solving skills.	Attend marketing strategy workshops and collaborate with cross-functional teams on brainstorming sessions.	Training programs and mentorship opportunities	MM/DD/YY

Career Development

Career Goal	Training or Skill Development Needed	Timeline	Support from Company
Transition into a Senior Marketing Specialist role.	Advanced marketing analytics training and leadership development	12-18 months	Training courses and project leadership opportunities

Pre-Approval Discussion

Discussion Topic	Key Takeaways
Overall Performance Feedback	Alexandra has shown strong reliability and teamwork. She meets expectations in most areas and excels in communication and dependability. More creative contributions are encouraged.
Goals and Growth Opportunities	The focus for the next review period will be enhancing independent initiative and creativity in problem-solving.
Additional Employee Input	Alexandra expressed interest in leadership opportunities and requested more involvement in strategic marketing planning.

Comments and Approval

Additional Reviewer Comments	Employee Comments
Alexandra is a dedicated and consistent performer. Her continued innovation and strategic thinking efforts will help Alexandra grow into a leadership role.	I appreciate the feedback and look forward to improving my problem-solving skills and taking on more leadership responsibilities.

Approved by Reviewer?	Yes
Reviewer Initials	AP
Approved by Employee?	Yes
Employee Initials	AM

Signatures

Employee Signature	
Date	MM/DD/YY
Reviewer Signature	
Date	MM/DD/YY

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Client and Customer Relations						
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Dependability						
Attendance and Punctuality						
Total Score out of 80						

Performance Summary

Strengths	Areas for Improvement

Previously Set Goals

Goal	Achieved?	Notes

Goals for Next Review

Goal	Key Action Steps	Resources or Support Needed	Target Completion Date

Career Development

Career Goal	Training or Skill Development Needed	Timeline	Support from Company

Pre-Approval Discussion

Discussion Topic	Key Takeaways

Comments and Approval

Additional Reviewer Comments	Employee Comments

Approved by Reviewer?	
Reviewer Initials	
Approved by Employee?	
Employee Initials	

Signatures

Employee Signature	
Date	
Reviewer Signature	
Date	

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