## Yearly Performance Appraisal Form Filled Sample

## Employee Information

* **Name:** John Doe
* **Position:** Marketing Specialist
* **Evaluation Period:** January - December 2023
* **Review Date:** January 15, 2024

## Self-Assessment

### Achievements

* Boosted website traffic by 30% through SEO and content strategies.
* Launched two social media campaigns, increasing engagement by 20%.
* Redesigned the company newsletter, boosting subscriptions by 25%.

### Improvement Areas

* Enhance time management for better deadline adherence.
* Develop analytical skills for accurate campaign analysis.

### Next Year's Goals

* Increase website conversion rates by 15%.
* Undergo training in data analysis.
* Implement an influencer marketing strategy.

## Manager Evaluation

### Performance Highlights

* John significantly improved our online engagement and presence.
* Displayed creativity and leadership in newsletter redesign.

### Improvement Needs

* Improve project management under tight deadlines.
* Adopt advanced analytical methods for campaign evaluation.

### Goals for John

* Attend a time management workshop.
* Take a course on marketing data analytics.
* Lead a pilot influencer marketing project.

## Performance Rating

| **Criteria** | **Self** | **Manager** | **Comments** |
| --- | --- | --- | --- |
| **Quality of Work** | 4 | 4 | High-quality marketing outputs. |
| **Initiative** | 5 | 5 | Proactive in new initiatives. |
| **Teamwork** | 4 | 3 | Great teamwork, needs better delegation. |
| **Dependability** | 3 | 4 | Reliable, with some missed deadlines. |
| **Communication** | 4 | 4 | Effective communication. |
| **Overall Performance** | 4 | 4 | Key contributor to department's success. |

## Comments

**Employee:** "Committed to improving and excited for growth opportunities."

**Manager:** "John has great potential. Focused improvements on time management and analytics will bring further success."

## Signatures

Employee: John Doe, Date: January 15, 2024
Manager: Jane Smith, Date: January 15, 2024