

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