

Marketing Executive Annual Appraisal

Employee Name: _____
Position Title: Marketing Executive
Department: Marketing
Supervisor: _____
Review Period: _____ to _____
Date of Review: _____

1. Key Responsibilities & Goals

Key Responsibility/Goal	Comments / Achievements
Develop marketing campaigns	
Lead generation and conversion	
Brand management	
Market research & analysis	
Stakeholder communication	

2. Performance Assessment

Criteria	Rating (1-5)	Reviewer Comments
Achievement of Targets		
Creativity & Innovation		
Collaboration & Teamwork		
Time Management		
Communication Skills		
Professional Development		

3. Strengths

4. Areas for Improvement

5. Action Plan and Objectives for Next Year

6. Employee Comments

Employee Signature & Date

Reviewer Signature & Date