



DIGITAL MARKETING CERTIFICATION EPORTFOLIO REVIEWER TEMPLATE

CANDIDATES NAMES:

DATE ASSESSMENT COMPLETED:

| CRITERIA | EVIDENCE | LEVEL | COMMENTS |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------|----------|
| MARKETING INSIGHTS | | | |
| Evidence of ability to conduct A/B tests | | | |
| Evidence of ability to synthesize diverse data to support evidence-based decisions | | | |
| Evidence of currency in a variety of marketing analytics tools, such as: <ul style="list-style-type: none"> ○ Google ○ Facebook ○ Instagram ○ Twitter ○ YouTube ○ LinkedIn ○ Snapchat ○ TikTok | | | |
| AUDIENCE INSIGHTS | | | |
| Evidence of ability to conduct customer/audience journey mapping | | | |
| Evidence of ability to develop audience segmentation | | | |
| Evidence of ability to develop customer personas | | | |
| MARKETING MANAGEMENT | | | |
| Evidence of ability to manage marketing projects | | | |
| Evidence of ability to develop and manage a marketing budgeting | | | |
| Evidence of ability to measure return on marketing investment | | | |
| Evidence of ability to use marketing metrics and analytics | | | |



| MARKETING COMMUNICATIONS | | | |
|------------------------------------------------------------------------------------------|--|--|--|
| Evidence of ability to develop and execute marketing communication campaigns | | | |
| Evidence of ability to develop and execute a media plan | | | |
| Evidence of ability to develop a campaign brief | | | |
| Evidence of ability to develop and execute a digital advertising campaign, including: | | | |
| Paid search | | | |
| Display advertising | | | |
| Email marketing | | | |
| Evidence of ability to develop and execute a social media marketing campaign, including: | | | |
| Evidence of ability to develop a content calendar | | | |
| Evidence of ability to develop and manage a website including: | | | |
| Evidence of familiarity with HTML/CSS/JavaScript | | | |
| Evidence of ability to use a content management system | | | |
| Creating search-optimized content | | | |
| Optimizing website structure for search | | | |
| OTHER | | | |
| Evidence of ability to manage e-commerce | | | |

ADDITIONAL OBSERVATIONS



CONFIDENTIAL SUMMARY