CONTENT CREATION 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 data visualization tools, such as: o Tableau o Microsoft Power BI o Sisense o Domo o SalesForce Einstein			
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 manage traditional media campaign			
Evidence of ability to develop and manage promotion campaign			
CONTENT CREATION			
Evidence of ability to develop original content			
Evidence of ability to curate text, visual, video, audio content			
Currency in a variety of visual design tools, such as: o Adobe Photoshop			

o Adobe InDesign o Adobe Illustrator o Adobe XD o Canva o Affinity Designer o Inkscape o Figma o Sketch			
Currency in a variety of video editing tools, such as: o PowerDirector 365 o Adobe Premiere Pro o DaVinci Resolve o Corel VideoStudio Ultimate o Pinnacle Studio o Hitfilm Express o Adobe Premiere Elements			
Evidence of ability to develop original content in two of the following mediums: o Copywriting o Long-form writing o Graphic design o Photography o Videography o Audio content			
Evidence of ability manage to print media process			
Evidence of ability manage to provide feedback to creative team members			
Evidence of ability manage to integrate client feedback into content development			
OTHER			
Evidence of ability to conduct customer personas			
Evidence of ability to develop and manage marketing metrics and analytics			

ADDITIONAL OBSERVATIONS

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CONFIDENTIAL SUMMARY