



CONTENT CREATION SELF-ASSESSMENT TEMPLATE

SKILL	DEFINITION	EVIDENCE EXAMPLE	YOUR EVIDENCE	FREQUENCY
MARKET INSIGHTS				
Evidence of ability to conduct A/B tests	Conducting A/B tests should include evidence of... <ul style="list-style-type: none"> Ability to conduct a controlled experiment with two variables and explicit hypothesis testing Ability to use test results to guide increasingly complex decisions 	Submit an example of an A/B test conducted for an assignment in school.		
Evidence of ability to synthesize diverse evidence to guide decisions	Ability to synthesize diverse evidence, including secondary and/or primary data, to guide increasingly complex decisions. Synthesizing diverse evidence to guide decisions should include evidence of... <ul style="list-style-type: none"> Ability to identify credible forms of evidence Ability to analyze primary and/or secondary data sources Ability to synthesize data to guide increasingly complex decisions 	Submit an example of how using evidence supported a business plan for a client.		
Evidence of currency in a variety of data visualization tools, such as: <ul style="list-style-type: none"> Tableau Microsoft Power BI Sisense Domo 	Expertise and skill in using tool and should include evidence of... <ul style="list-style-type: none"> Comprehension of analytics and metrics Insightful use of specific software/program capacities 	Submit an example of a campaign's analytics converted into easy-to-read graphs for the client.		



<ul style="list-style-type: none"> • SalesForce Einstein 				
MARKETING MANAGEMENT				
Evidence of ability to manage marketing projects	Managing marketing projects should include evidence of... <ul style="list-style-type: none"> • Ability to identify the project plan, goals, and execution • Performance tracking through analyzing KPIs and metrics • Creating and following a project budget 	Submit an example of a marketing project run to raise awareness of an upcoming promotion for your employer.		
Evidence of ability to develop a marketing budget	Developing a marketing budget should include evidence of... <ul style="list-style-type: none"> • Ability to identify costs related to advertising, materials and/or supplies, marketing staff, software, and content creation 	Submit an example of a marketing budget created to maximize reach on a social media campaign.		
Evidence of ability to measure return on marketing investment	Measuring a return on marketing investment should include evidence of... <ul style="list-style-type: none"> • Ability to conduct a financial analysis, including break-even calculations • Ability to synthesize marketing analytics and campaign cycle time 	Submit an example of an ROI investment analysis done for your employer.		
Evidence of ability to develop and manage marketing metrics and analytics	Developing and managing marketing metrics and analytics should include evidence of... <ul style="list-style-type: none"> • Ability to interpret analytic programs that include reach, engagement levels, conversion rate by channel, click-rate, and customer lifetime value (CLV) • Identifies the ROI and marketing goals 	Submit an example of how marketing metrics and analytics were used and a description of what they mean to the client.		
MARKETING COMMUNICATIONS				



<p>Evidence of ability to develop and execute marketing communication campaigns</p>	<p>Developing and executing marketing communication campaigns should include evidence of...</p> <ul style="list-style-type: none"> • Ability to identify which channels of advertising to utilize based on environmental and audience analysis • Execution of campaign and performance tracking analysis 	<p>Submit an example of a marketing campaign run through your school club to promote an upcoming event.</p>		
<p>Evidence of ability to develop and execute a media plan</p>	<p>Developing and executing a media plan should include evidence of...</p> <ul style="list-style-type: none"> • Ability to conduct an environmental analysis relevant to identifying media strategy and objectives • Measurable goals for analysis and evaluation of media plan success 	<p>Submit an example of a media plan developed and recommended for a client project.</p>		
<p>Evidence of ability to develop a campaign brief</p>	<p>Developing a campaign brief should include evidence of...</p> <ul style="list-style-type: none"> • Ability to write coherently and creatively • Recognition and communication of the client/brand needs, campaign objectives, environmental analysis, budget, and KPIs 	<p>Submit an example of a campaign brief you created for a school assignment.</p>		
<p>Evidence of ability to develop and manage a traditional media campaign</p>	<p>Developing and managing traditional media campaigns should include evidence of...</p> <ul style="list-style-type: none"> • Environmental and audience analysis • Appropriate form of media selected based on research • Identifies KPIs, ROI, and budget 	<p>Submit an example of a local newspaper campaign you helped develop for your employer.</p>		
<p>Evidence of ability to develop and manage promotion campaign</p>	<p>Developing and managing a promotion campaign should include evidence of...</p>	<p>Submit an example of a campaign run to promote a fundraiser for the non-profit</p>		



	<ul style="list-style-type: none"> • Environmental and audience analysis • Appropriate form of media selected based on campaign goals and needs • Identifies KPIs, ROI, and budget 	organization you volunteer for.		
CONTENT CREATION				
Evidence of ability to develop original content	Developing original content should show evidence of... <ul style="list-style-type: none"> • Environmental and audience analysis • Identifies goals and strategy • Creative and unique designs 	Submit an example of a set of content you created specifically for a client project.		
Evidence of ability to curate text, visual, video, audio content	Curating text, visual, video, and audio content should include evidence of... <ul style="list-style-type: none"> • Imaginative creative content • Attention to detail • Understanding of the product/service offer and audience being targeted 	Submit an example of a podcast series developed and recorded as part of a client project.		
Evidence of currency in a variety of visual design tools, such as:				
Adobe Photoshop	Expertise and skill in using Adobe Photoshop should include evidence of... <ul style="list-style-type: none"> • Imaginative content creation • Insightful use of specific software/program capacities • Attention to detail related to the technical parameters of file generation and use parameters determined by the method of dissemination 	Submit an example of an image you manipulated with various tools on the program.		



<p>Adobe InDesign</p>	<p>Expertise and skill in using Adobe InDesign should include evidence of...</p> <ul style="list-style-type: none"> • Imaginative content creation • Insightful use of specific software/program capacities • Attention to detail related to the technical parameters of file generation and use parameters determined by the method of dissemination 	<p>Submit evidence of a pamphlet created for an upcoming fundraiser for a non-profit organization you volunteer at.</p>		
<p>Adobe Illustrator</p>	<p>Expertise and skill in using Adobe Illustrator should include evidence of...</p> <ul style="list-style-type: none"> • Imaginative content creation • Insightful use of specific software/program capacities • Attention to detail related to the technical parameters of file generation and use parameters determined by the method of dissemination 	<p>Submit an example of a logo and/or icon you created through the program.</p>		
<p>Adobe XD</p>	<p>Expertise and skill in using Adobe XD should include evidence of...</p> <ul style="list-style-type: none"> • Imaginative content creation • Insightful use of specific software/program capacities • Attention to detail related to the technical parameters of file generation and use parameters determined by the method of dissemination 	<p>Submit an example of an online class taken to learn and practice the program.</p>		
<p>Canva</p>	<p>Expertise and skill in using Canva should include evidence of...</p> <ul style="list-style-type: none"> • Imaginative content creation 	<p>Submit an example of a project report template you developed for a school assignment.</p>		



	<ul style="list-style-type: none"> • Insightful use of specific software/program capacities • Attention to detail related to the technical parameters of file generation and use parameters determined by the method of dissemination 			
Affinity Designer	<p>Expertise and skill in using Affinity Designer should include evidence of...</p> <ul style="list-style-type: none"> • Imaginative content creation • Insightful use of specific software/program capacities • Attention to detail related to the technical parameters of file generation and use parameters determined by the method of dissemination 	Submit an example of a social media post you created using the program tools and functions.		
Inkscape	<p>Expertise and skill in using Inkscape should include evidence of...</p> <ul style="list-style-type: none"> • Imaginative content creation • Insightful use of specific software/program capacities • Attention to detail related to the technical parameters of file generation and use parameters determined by the method of dissemination 	Submit an example of marketing materials made for your employer.		
<p>Evidence of currency in a variety of video editing tools, such as:</p> <ul style="list-style-type: none"> • PowerDirector 365 • Adobe Premiere Pro 	<p>Expertise and skill in using PowerDirector 365 should include evidence of...</p> <ul style="list-style-type: none"> • Imaginative creative content • Insightful use of specific software/program capacities • Attention to detail related to the technical parameters of 	Submit an example of a video created to use on social media to increase engagement for your employer.		



<ul style="list-style-type: none"> • DaVinci Resolve • Corel VideoStudio Ultimate • Pinnacle Studio • Hitfilm Express • Adobe Premiere Elements 	<p>file generation and use parameters determined by the method of dissemination</p>			
<p>Evidence of ability to develop original content in two of the following mediums:</p>				
<p>Copywriting</p>	<p>Expertise in copywriting should include evidence of...</p> <ul style="list-style-type: none"> • Understanding of the product/service offer and audience being targeted • Proficiency in grammar, spelling, and reading comprehension 	<p>Submit an example of a project summary you proofread and aligned the language on for a client.</p>		
<p>Long-form writing</p>	<p>Expertise and skill in longform writing should include evidence of...</p> <ul style="list-style-type: none"> • Understanding of product/service offer and audience being targeted • Proficiency in grammar, spelling, and reading comprehension 	<p>Submit an example of a research paper you wrote as a school assignment.</p>		
<p>Copy editing</p>	<p>Expertise and skill in copy editing should include evidence of...</p> <ul style="list-style-type: none"> • Understanding of product/service offer and audience being targeted • Proficiency in grammar, spelling, and reading comprehension 	<p>Submit an example of a web copy you proofread and simplified for your employer.</p>		



<p>Graphic design</p>	<p>Expertise and skill in graphic design should include evidence of...</p> <ul style="list-style-type: none"> • Imaginative, creative content and attention to detail • Content supports marketing goals and messaging 	<p>Submit an example of a design you created and exported for a client project.</p>		
<p>Photography</p>	<p>Expertise and skill in photography should include evidence of...</p> <ul style="list-style-type: none"> • Imaginative and creative content • Storytelling through imagery that aligns with client/brand needs 	<p>Submit an example of an event photography portfolio you took for clients.</p>		
<p>Videography</p>	<p>Expertise and skill in videography should include evidence of...</p> <ul style="list-style-type: none"> • Imaginative and creative content • Storytelling through videos that aligns with client/brand needs 	<p>Submit an example of a video presentation recorded and edited for a school assignment.</p>		
<p>Audio content (e.g., podcast, audio advertisements)</p>	<p>Expertise and skill in audio content should include evidence of...</p> <ul style="list-style-type: none"> • Identifies a marketing strategy that seamlessly weaves audio content into brand needs • Identifies hosting and distribution methods (e.g., radio, Spotify) 	<p>Submit an example of a sponsorship advertisement you wrote and had recorded for your employer.</p>		
<p>Evidence of ability to manage print media process</p>	<p>Managing the print media process should include evidence of...</p> <ul style="list-style-type: none"> • Identifies and communicates the product/service offer • Identifies distribution channels, timeline, and budget 	<p>Submit an example of a brochure you helped develop for a non-profit organization you volunteer for.</p>		



<p>Evidence of ability to provide feedback to creative team members</p>	<p>Providing feedback to creative team members should include evidence of...</p> <ul style="list-style-type: none"> Thoughtful and constructive recommendations that contribute to marketing goals and objectives Reflection on content, attention to detail, colours, design, etc. 	<p>Submit an example of a feedback loop you participated in with a school assignment.</p>		
<p>Evidence of ability to integrate client feedback into content development</p>	<p>Integrating client feedback into content development should include evidence of...</p> <ul style="list-style-type: none"> Clear changes that show more alignment with the client's brand, product, or service 	<p>Submit an example of client feedback that shows their satisfaction in delivering the content they asked for.</p>		
<p>OTHER</p>				
<p>Evidence of ability to conduct customer personas</p>	<p>Developing customer personas should include evidence of...</p> <ul style="list-style-type: none"> Ability to identify demographics, behaviouristics, psychographics, and geographics Ability to determine lifestyles and workstyles with personality profiles, including potential goals and pain points <p>Ability to synthesize relevance to marketing campaigns to guide increasingly complex decisions</p>	<p>Submit an example of a customer persona developed for a school assignment.</p>		
<p>Evidence of ability to develop and manage marketing metrics and analytics</p>	<p>Developing and managing marketing metrics and analytics should include evidence of...</p> <ul style="list-style-type: none"> Ability to interpret analytic programs that include reach, engagement levels, conversion rate by channel, click-rate, and customer lifetime value (CLV) <p>Identifies the ROI and marketing goals</p>	<p>Submit an example of how marketing metrics and analytics were used and a description of what they mean to the client.</p>		

