

EDL - Esmaralda Doraldina

Self Performance Review

Company Name : PT. PARIWARANIAGA NUSANTARA

Employee : EDL - Esmaralda Doraldina

Departement : PAN - ACCOUNT EXECUTIVE

Supervisor : DEK - Dewi Kemalasari

Submission Date : 2022-07-18

Appraisal Date : 2022-07-19

Question	Grade
KNOWLEDGE	
General Knowledge (current news and trends, directly or indirectly related to the job)	4
Basic Workflow (understanding of work flow across divisions)	4
Basic Communication Theory	4
Basic Branding and Communication Strategy	4
Client's + Competitor's Brands & Products in the Market	3.8
Creative Process	4
Production Process	4
Media	4
Digital General Knowledge	3.5
Understanding of the Media Neutral Concept	4
SKILLS	
Work Speed	4
Negotiation	3.5
Time/ Project Management	4
Computer (ability to use software & hardware related to the job)	4

Language (Bahasa & Basic English)	4
Presentation Skills (related to the job)	4
Deck Preparation	4
Craftmanship	4
Ability to develop good brief (CBS / CWP)	4
Ability to stimulate and adding value to the thinking process	4
Strategy Development	4
Reporting & Administration	4
ATTITUDE	
Passion towards to the job	3.2
Eagerness to learn	4
Respect towards peers, superiors, partners/ vendors, clients	4
CAN-DO, Positivity	4
Sense of belonging to the company	4
Perseverance	4
Resourcefulness (willingness to be part of the solution)	4
Honesty	4
INDIVIDUAL DELIVERABLES	
individual 2	4
individual 1	3.5
Summary	
SUMARY OK	
Next Action	
NESXT OKE	

SUMMARY Score	Weight	Previous Performance		Actual Performance		Progress Performance	
		Score	Weight	Score	Weight		
KNOWLEDGE	25 %	2.20	0.55	3.93	0.98	78.18 %	
SKILLS	25 %	2.25	0.56	3.96	0.98	75.00 %	
ATTITUDE	45 %	3.00	1.35	3.90	1.76	30.37 %	In Total
INDIVIDUAL DELIVERABLES	5 %	0.00	0.00	3.75	0.19	0.00 %	58.94 %
Subtotal	100 %	7.45	2.46	15.54	3.91		