# Elise van Delgar - Performance Review

\*\*Review Date:\*\* 2025-01-30   
\*\*Performance Rating:\*\* Exceeds Expectations   
  
\*\*Key Achievements:\*\*   
 - Launched a rebranding campaign that increased market share by 12%.  
Optimized customer segmentation, improving conversion rates by 18%.  
Developed and executed a multi-channel marketing strategy that drove a 40% engagement increase.   
  
\*\*Manager Feedback:\*\*   
Outstanding strategic vision and execution. Should focus on mentoring junior team members for knowledge transfer.