# Megan Helmsworth - Performance Review

\*\*Review Date:\*\* 2025-01-30   
\*\*Performance Rating:\*\* Meets Expectations   
  
\*\*Key Achievements:\*\*   
 - Executed a paid social campaign that increased brand visibility by 35%.  
Managed influencer partnerships leading to a 20% boost in customer engagement.  
Implemented an email marketing strategy that improved open rates by 22%.   
  
\*\*Manager Feedback:\*\*   
Excellent at campaign execution and partner management. Needs to refine analytical skills for better KPI tracking.