**Provide this information to students for the “Performance Reviews” activity**

***Name****: Mark Itter*

***Role****: Marketing Specialist*

***KPIs***

* *Increased website traffic by 13% through SEO optimization.*
* *Generated 27 high-quality leads from a recent campaign, exceeding the target by 8%.*

***Peer Feedback***

* *"Mark is a proactive communicator and consistently brings creative ideas to team meetings."*
* *“Mark is collaborative and resourceful - I always enjoy working with him on projects!”*
* *"Occasionally misses deadlines due to overcommitting."*

***Behavioral Notes***

* *Strong collaboration with the design team on multiple projects.*
* *Needs improvement in delegation skills.*

***Training***

* *Mark completed the mandatory IT training for this quarter, but no additional training related to his role.*

***Challenges***

* *Struggles to balance multiple projects, leading to occasional delays.*