

## **Year-End Performance Report for Emily Davis**

**Position:** Marketing Manager

**Department:** Marketing

**Company:** Random Corp

**Year:** 2023

### **Overview**

Emily kind of showed up, I guess? She launched a couple of campaigns but mostly blamed the market for things not working out. Spent more time on her phone than on actual marketing.

### **Key Achievements**

- **Social Media Scrolling:** Emily checked Instagram about 20 times a day. She swears it's "market research".
- **Campaign Flop:** Launched a campaign that generated no leads, but it did generate a lot of "What's happening?" questions from the sales team.
- **Delegation Pro:** Successfully pushed all her actual work onto interns.

### **Areas for Improvement**

- **Work Ethic:** It would be great if Emily did something other than blame the market and browse the internet.
- **Focus:** Might want to cut down on TikTok videos during office hours.

### **Goals for 2024**

- Run a campaign that isn't a complete failure.
- Actually show up to work before noon.
- Find out what the sales team does and maybe talk to them.