**Total Score: 50 points**

**Education (10 points total)**

* Master’s Degree in a relevant field (e.g., Digital Media, Marketing, Communications): 5 points
* Bachelor’s Degree in a relevant field: 3 points
* Associate’s Degree in a relevant field: 1 point

**Experience (15 points total)**

* Digital Media Experience:
  + 0-1 years: 2 points
  + 2-3 years: 4 points
  + 4-5 years: 6 points
  + 6-7 years: 8 points
  + 8+ years: 10 points
* Leadership Experience in Digital Media Roles:
  + No leadership experience: 0 points
  + Held leadership roles (e.g., digital media manager, team lead): 3 points
  + Held senior leadership roles (e.g., digital media director, VP of digital): 5 points

**Skills (15 points total)**

* Digital Content Creation and Management: 4 points
* Social Media Strategy and Execution: 4 points
* SEO and SEM Knowledge: 3 points
* Data Analytics and Reporting: 4 points

**Years of Experience (10 points total)**

* Total Professional Experience:
  + 0-1 years: 1 point
  + 2-3 years: 3 points
  + 4-5 years: 5 points
  + 6-7 years: 7 points
  + 8+ years: 10 points