Web Marketing & Technical Skills Assessment

Name:

Position:

Date:

General Questions

Please describe the common activities and specific results you would be responsible for in your ideal job.

Please describe any new technical or web marketing skills you have learned in the last 12 months.

Skills Assessment

Please use the following scale to rank your experience & expertise in the subject areas that follow.

1. Entry: While I might have dabbled in this topic/skill area on my own time, I have little or no professional knowledge in this topic/skill area. I could complete tasks with detailed instruction and supervision.

2. Developing: I am developing professional expertise in this area. I can work on problems of limited scope with general instruction and supervision.

3. Proficient: I am a seasoned, experienced professional with a full understanding of this area of specialization. I work on problems of diverse scope that require analysis and decision-making. I need little or no supervision to complete tasks in this skill area to Keene State College's quality standards.

4. Advanced: I have wide ranging experience (multiple industries or organizations) in this area of specialization. I work on complex issues that require in-depth evaluation of multiple factors.

5. Expert: I have expert knowledge in this topic/skill area. I am known regionally and within the industry for my level of knowledge. I regularly publish my work and/or lead workshops/seminars in this area. I contribute code/patches or develop modules/extensions in this skill area.

Technical Skills

- **Server OS/Linux:** Years of Experience: ____ Skill Level: 1 2 3 4 5
- **Apache/Webserver:** Years of Experience: ____ Skill Level: 1 2 3 4 5
- **Database Skills (MySQL)** Years of Experience: ____ Skill Level: 1 2 3 4 5
- **PHP** Years of Experience: ____ Skill Level: 1 2 3 4 5
- **HTML** Years of Experience: ____ Skill Level: 1 2 3 4 5
- **CSS** Years of Experience: ____ Skill Level: 1 2 3 4 5
- **Development for Mobile Devices** Years of Experience: ____ Skill Level: 1 2 3 4 5
- **JavaScript/jQuery Skills** Years of Experience: ____ Skill Level: 1 2 3 4 5
- **FTP** Years of Experience: ____ Skill Level: 1 2 3 4 5
- **SSH** Years of Experience: ____ Skill Level: 1 2 3 4 5
- **Other** _____ Years of Experience: ____ Skill Level: 1 2 3 4 5

Specialized Knowledge

- **Website Usability/Testing** Years of Experience: ____ Skill Level: 1 2 3 4 5
- **Human Computer Interaction** Years of Experience: ____ Skill Level: 1 2 3 4 5
- **Information Architecture/Taxonomy** Years of Experience: ____ Skill Level: 1 2 3 4 5
- **Accessibility/508c** Years of Experience: ____ Skill Level: 1 2 3 4 5
- **Other**_____ Years of Experience: ____ Skill Level: 1 2 3 4 5

CMS/ OpenSource Project Skills

- **Drupal** Years of Experience: ____ Skill Level: 1 2 3 4 5
- **Wordpress** Years of Experience: ____ Skill Level: 1 2 3 4 5
- **Joomla** Years of Experience: ____ Skill Level: 1 2 3 4 5
- **Other**_____ Years of Experience: ____ Skill Level: 1 2 3 4 5

Web Marketing Skills

- **"Classic" Marketing (Brand, 4Ps)** Years of Experience: ____ Skill Level: 1 2 3 4 5
- **Content Strategy Development** Years of Experience: ____ Skill Level: 1 2 3 4 5
- **Writing Web Content** Years of Experience: ____ Skill Level: 1 2 3 4 5
- **Photography** Years of Experience: ____ Skill Level: 1 2 3 4 5
- **Video** Years of Experience: ____ Skill Level: 1 2 3 4 5
- **Audio/Podcasts** Years of Experience: ____ Skill Level: 1 2 3 4 5
- **Web Analytics & Measurement** Years of Experience: ____ Skill Level: 1 2 3 4 5
- **A/B Multivariate Testing** Years of Experience: ____ Skill Level: 1 2 3 4 5
- **Search Engine Optimization** Years of Experience: ____ Skill Level: 1 2 3 4 5
- **Online Advertising/Pay Per Click** Years of Experience: ____ Skill Level: 1 2 3 4 5
- **eMail Marketing** Years of Experience: ____ Skill Level: 1 2 3 4 5
- **Social Media Strategy** Years of Experience: ____ Skill Level: 1 2 3 4 5
- **Social Media Marketing** Years of Experience :____ Skill Level: 1 2 3 4 5
- **Other**_____ Years of Experience: ____ Skill Level: 1 2 3 4 5

Management Skills

- **Managing Technical Teams** Years of Experience: ____ Skill Level: 1 2 3 4 5
- **Project Management** Years of Experience: ____ Skill Level: 1 2 3 4 5
- **Client Relations/Expectations** Years of Experience: ____ Skill Level: 1 2 3 4 5
- **Personnel Scheduling** Years of Experience: ____ Skill Level: 1 2 3 4 5
- **Budget & Priority Planning** Years of Experience: ____ Skill Level: 1 2 3 4 5
- **Administration & Traffic** Years of Experience: ____ Skill Level: 1 2 3 4 5
- **Other**_____ Years of Experience: ____ Skill Level: 1 2 3 4 5