Hossein Molavi (20970329)
2022 - Fall - COMPE - Computer Engineering, Honours, Co-operative
Program / W-2 Work
Marketing Assistant - Lifestyle Home Products (Divisional Office)

EMPLOYER EVALUATION DETAILS

Overall Performance Rating: <u>OUTSTANDING</u>
For OUTSTANDING Rating only - Provide comments:

The Lifestyle Home Products team was thrilled to have Hossein join us this semester. During his tenure with the company, he made a massive impact on our company's productive output, participated in a series of strategic meetings, and quickly won the favor of the executive board. He successfully participated in the following projects: Website Creation - Participated in the design & build of our new website.

- **Database Management** - Compiling Spreadsheets-with several hundred rows and columns, including multiple tabs, built with auto-references, formulas, and scripts-containing company metrics by month, product, and market source. Also supported on data migration during our CRM transition from one software to another.
- **Script-Building** - Leveraging working knowledge of code to automate mundane processes.
- **Standard Operating Procedure (SOP) Documentation** - The compilation of training resources as tasks are completed, to ensure working knowledge is transitioned across staff easily.
- **Analytics & Reporting** - Working with the marketing manager to set up web analytics, compile data, and build weekly reporting for the call center, sales, and marketing departments.
- **Lead Generation** - Building Digital Marketing & Direct Mailer campaigns from various sources (Google Ads, Meta, etc.), while maintaining marketing costs. Leveraging conversion-tracking to clearly demonstrate ROI.

I am happy to announce that every item was completed beyond expectations. It was a very successful endeavor for Hossein and expectations. It was a very successful endeavor for Hossein and we are thankful for his services.

Top 3 Areas of Strength

Information and data literacy, Technological agility, Critical thinking

Please provide any additional comments on your student's top 3 areas of strength

- **Information & Data Literacy** - Very strong at manipulating data via Spreadsheets, CRM, & Script Building to clearly articulate business trends in a visually compelling manner.
- **Technological Agility** - Strongly utilizes all functions available on computers & modern software to complete tasks, solve problems, and learn on-the-fly.
- **Critical Thinking** - Hossein was able to pivot quickly and change his perspective based on the strategic direction. When tough challenges were presented, he calmly and collectively worked diligently to come up with a solution.

Top 3 Areas for Development

Other: None of the Above

Please provide any additional comments on your student's top 3 areas for development

Hossein demonstrated working effectiveness in all areas for development. He possesses the natural born talent to have a successful career.

Supervisor's Comments

Hossein has become the new benchmark for our company's student program thus far. He completed all tasks beyond expectations, actively participated in meetings, and brandished his working knowledge while with us.

Supervisor's Recommendations

Hossein will have a very successful career working with computers, technology, & software. Anyone working with Hossein in the future should be excited for what's to come.

4 - Strong performance; exceeded expectations in this area
3 - Good performance; met expectations in this area
2 - Developing performance; somewhat below expectations in this area
1 - Poor performance; significantly below expectations in this area
Not observed - insufficient opportunity to observe the student's performance in this area

EXPAND AND TRANSFER EXPERTISE

learn job duties and work processes

4 Strong Performance

locate, evaluate, and use information effectively

4 Strong Performance

draw reasoned conclusions from multiple sources of information

4 Strong Performance

learn and employ technical skills necessary for the role

4 Strong Performance

apply skills and prior knowledge from academic program and/or previous work experience

4 Strong Performance

DESIGN AND DELIVER SOLUTIONS

deliver quality work

4 Strong Performance

meet deadlines and cope with workplace pressures

4 Strong Performance

analyze problems and evaluate alternative solutions

4 Strong Performance

engage in work with curiosity; ask questions to understand more than the work assigned

4 Strong Performance

identify opportunities for improvement within the team and/or organization

4 Strong Performance

DEVELOP SELF

adapt to changing priorities and circumstances

4 Strong Performance

recognize limits of knowledge, skills and abilities

4 Strong Performance

respond well to direction and incorporate feedback on performance

4 Strong Performance

seek new tasks and responsibilities

4 Strong Performance

seek opportunities to learn

4 Strong Performance

BUILD RELATIONSHIPS

write clearly and effectively

4 Strong Performance

orally convey ideas and information clearly and effectively

4 Strong Performance

collaborate well with others; both co-workers and supervisor/senior leaders

4 Strong Performance

demonstrate ethical conduct in the workplace

4 Strong Performance

show understanding and sensitivity to the needs and differences of others in the workplace (eg. ethnicity, religion, language, etc.)

4 Strong Performance

Submission Information
Supervisor's Name

Mathew Brown

Supervisor's Title

Marketing Director

Management/Human Resources Name

Anya D'Angelo