



## 2022 Performance Evaluation

<b>Name</b>	Bryan Mull
<b>Start Date</b>	June 14, 2021
<b>Position</b>	Digital Marketing Manager

### Overall Performance

Bryan has been with Crimson Agility for almost 9 months. He has demonstrated professionalism and a high degree of competency in his role as a Digital Marketing Manager. During his first six months, Bryan has worked closely with David Orlando and Zachary Ashmun as an effective mentor and helped both of them to grow and develop professionally and in understanding of technical aspects of SEO and digital marketing.

Bryan remains enthusiastic about ensuring our clients, his peers, and Crimson Agility are successful. Bryan's contributions in his role have universally been positive for our clients, digital marketing team, and other staff.

Bryan continues to demonstrate his growing business and marketing acumen, but has also embraced learning new technologies like Adobe Commerce. In 2021, Bryan was certified on the Klaviyo platform and has shared his knowledge with his team. Bryan is consistently working towards building a repeatable methodology for many of the things we do frequently like "SEO Technical Audits". This work will be the foundation of our Digital Marketing practice.

One of our clients recently said of Bryan, "I have a lot of respect for your insights, and look forward to your feedback. It is truly a pleasure and an asset to have you working with us." This truly exemplifies what Crimson Agility strives to be to all our clients and I am proud to have Bryan representing Crimson Agility.

### Strengths

The things we value about Bryan are as follows:

**Professionalism** - Bryan is very professional when dealing with clients and staff. He demonstrates respect, humility, and awareness of others feelings. He professionally works through problems and issues with clients and works with management and team to help resolve. E-mails and documentation are well-written, organized, and professional.

**Commitment to Excellence** - Demonstrates a mindset and work ethic that aligns with Crimson Agility guiding values. Demonstrates a majority of core competencies and skills outstandingly.

**Continuous Improvement** - Bryan performs functions within his role at a high-level and demonstrates the commitment to improvement beyond our expectations. He unselfishly strives to improve and help his peers improve as well.

**Influences Process** - Bryan has continued to introduce new ideas and positive process improvements. He is enthusiastic to assist in solving problems and identify opportunities. Most importantly, I trust Bryan's judgement, insights, and ideas. This is partially the result of constructive dialogue and a willingness to collaborate and compromise.

**Customer Focus** - Bryan exemplifies Crimson Agility's purpose when dealing with client, "to help our clients be successful". He knows what success looks like and internalizes what success looks like to the client and works towards that common vision. This instills confidence in him with his clients.

**Positive Attitude** - Bryan approaches everything with a positive attitude and with full effort. It is obvious that Bryan loves what he does and strives to be successful.

**Mentoring** - We trust your technical acumen. Bryan has been an incredible mentor to new and less experienced staff and provide constructive feedback to them and management. He has gone out of his way to provide working sessions and share his knowledge and insights with the team. The team continues to grow and improve.

## Focus Areas

Some things to work on are as follows:

**Influences Process** - This is not necessarily a weakness; however, we have a lot of work to do to create standards, documentation, and repeatable processes around what we do, how we manage, and demonstrate value. I commit to continue working with Bryan on these ongoing improvements and refinements to the digital marketing practice.

**Methodology** - I understand that our task management processes were designed with development staff in mind, and this does not always align perfectly with digital marketing tasks. Bryan has improved significantly as process came into focus, but there is still improvement to be made. Focus on process flow and identifying next steps while ensuring time is tracking and logged accurately in timesheets and Smartsheets.

**Organization & Planning** - As our practice grows and the amount of tasks to be managed has increased, organizing and planning work will become increasingly important to be efficient and productive. I am managing digital marketing tasks and priorities and this has helped. Bryan does communicate excellently on tasks and keeps me informed on progress and next steps.

**Proactive** - As our digital marketing team and services mature, we will want to be more proactive in identifying issues, challenges, and opportunities for our clients. This will lead to client success and in some cases opportunities for Crimson Agility to help. We should use downtime to do mini-audits of sites, review tools, and analytics to provide suggestions at least once a month.

## Growth & Development

The next steps in career development for Bryan is to manage a growing team and help sell more retainers. I'd like Bryan to continue to be a mentor to our team and the face of digital marketing to our clients. In 2022, there will be more focus on profitability, growth, and effectiveness. I am committed to listening to Bryan's thoughts and ideas on what will provide scalability while maintaining positive results for clients.

The next step for Bryan as it relates to roles is to be Director of Digital Marketing. This role is within reach within the next year or two. Accomplishing this in one year might be a stretch, but within two is realistic. The goals for Crimson Agility's Digital Marketing practice is to double our team and revenue by end of year. Have well-established methodology, processes, and sales artifacts to scale this practice. To provide consistent value and measurable results for our clients.

As we approach these goals, having a dedicated developer for the Digital Marketing practice will be required.

## Signature Certificate

Reference number: 3AYU2-DXCKD-5JJXP-NSPXQ

**David Baier**



**Bryan Mull**



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