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**EOY Performance Review**

**Employee Name: Jade Hecker Position: Marketing Coordinator Manager Name: Melissa Sblendorio Date: 12/22/2024**

1. **Provide updates and accomplishments on each of your goals.**

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| **Earlier this year during our career check-in in April, I had a few goals that I set for myself for the next year including things I wanted to grow in and skills I wanted to continue nurturing. I can confidentially say from one calendar year ago to now, I have grown and learned a lot of new skills. In April, I set a goal of learning more of the paid side and working on consumer boosts. Since then, I have been handling the consumer boosts and I have a better grasp on the Meta Business Suite. While I don’t think I would ever solely want to focus on paid social, this has been eye-opening and important to my skill set as a social media professional. Another goal I set was diving more into analytics and this is something I am actively working on. With the Sprout Social analytics, this is going to be very possible. I have been more intentional with diving into the end-of-the-month reports and looking at our content performance. Consumer Social had a very successful October, and I think being more intentional with reviewing the reports will continue to help boost those numbers. Finally, I had set a goal of working on my public speaking, confidence, and delivery. From a year ago to now, I definitely have more confidence in giving my opinion and contributing to conversations. When I was the only person attending an agency meeting with a brand-new team, I quickly learned how to do this. I also think I am not as timid speaking in front of people now that I teach fitness classes, which has vastly improved my skillset. I think the next goal here would be speaking or helping delegate an event panel whenever the opportunity arises.** |

1. **How did your accomplishments this year demonstrate our M.O.R.E. values and what impact did they have on the business?**

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| **I think my accomplishments this year on consumer social, event coverage, and contributing to the Social team as a whole have helped RE/MAX Socials grow and connect both our consumer audience and our network audience to the company. I try my best to go above and beyond when it comes to interacting with our network and consumer audiences. I think I contribute the most with community management when it comes to “Deliver to the MAX” and “Customer Obsessed” M.O.R.E. values. Since switching to Sprout Social, the smart inbox has received/actioned over 15k messages. I also try my best to always be a team player and “Do the Right Thing” and celebrate wins as a company and team so that “Together Everybody Wins”. By connecting with our consumer and network audience, my work on social media helps contribute to the overall goal of building up our brand presence and ultimately gaining more agents. By helping to build that RE/MAX reputation and online presence, I am directly helping to grow the business. I also really try my best to remain positive and make the best when something tough happens. There are challenges in every workplace, but I think the best option is just to take one day at a time and weather the storm.** |

1. **Are there skills or talents you have that we currently aren’t utilizing, or are there things you would like to learn in order to grow in your career?**

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| **I want to continue growing in a few different areas, including public speaking, expanding my real estate knowledge, and refining and growing my video editing and creative skillset. While we have had a lot of video content with the creator network, I want to continue working in Adobe Premiere Pro and creating more videos. I want to be more intentional timewise with this, spending more time on LinkedIn learning and practicing those editing skills. And as I mentioned earlier for public speaking, I think my next goal would be speaking on a panel or delegating one at a RE/MAX event. I also am eager for any event coverage opportunities of course, I immensely enjoyed networking and getting to cover R4 in March and Balloon Fiesta last year.** |

1. **Overall Comments - entirely optional and available if you have additional comments you'd like to provide for the review.**

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| **I think it has been a good year of learning and growing and finding our synchronization as a team.  I think my next steps are continuing to work towards a promotion and honing in on some of the skills I mentioned above.** |

1. **Overall, how would you rate yourself given your performance and living the M.O.R.E. values?**

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| **Exceeding Expectations** |
| **Meeting Expectations** |
| **Not Meeting Expectations** |

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| **Overall, I would give myself a rating of Exceeding Expectations for this past year. Q1 of 2024 was challenging and I am proud of myself for pushing through and doing my best work despite the circumstances. While every job has its challenges, it’s not often that a lot of changes happen at once, especially when you are not even one year into your career. I’ve personally dealt with a lot of Imposter Syndrome (especially at R4), so I have been trying to give myself more credit for a successful year.** |