	Maturity	Level	Task | Skill	Performance			Comarketer Specialist [Stream X]	Stream
				Actual	Assessment	Submission	Req.	
				0 - no proficie…	0 - no proficie…		☐	
				1 - beginner	1 - beginner		☐	
				2 - intermediate	2 - intermediate		☐	
				3 - advanced	3 - advanced		☐	
				4 - expert	4 - expert		☐	
Basic skills	Support	A	English Writing [Grammar]				☑	Basic Stream
							☐	
Quality assurance	Support	A	QA: quality check work based on briefing (checklist)				☑	Basic Stream
Quality assurance	Support	B	Retrospective				☑	Basic Stream
Quality assurance	Support	B	Build checklist to review work				☑	Basic Stream
Quality assurance	Support	B	QA Peers: quality check work of others				☑	Basic Stream
							☐	
Time management	Support	A	Able to meet deadlines agreed				☑	Basic Stream
Time management	Support	A	Able to prioritize work				☑	Basic Stream
Time management	Specialist	A	Able to calculate TPT (Time Per Task)				☑	General Stream
							☐	
Work management [ClickUp]	Support	A	Manage your work in Home				☑	Basic Stream
Work management [ClickUp]	Support	A	Daily check notifications and frequent replies				☑	Basic Stream
Work management [ClickUp]	Support	A	Communicate all updates via ClickUp comments				☑	Basic Stream
Work management [ClickUp]	Support	A	Keep track of tasks by updating the status				☑	Basic Stream
Work management [ClickUp]	Support	A	Keep (sub)tasks timelines always up-to-date				☑	Basic Stream
Work management [ClickUp]	Support	A	Organizing work with document links in description				☑	Basic Stream
Work management [ClickUp]	Specialist	A	Task prioritization with line up				☑	General Stream
Work management [ClickUp]	Specialist	A	Time tracking on task level				☑	General Stream
							☐	
Software skills	Support	A	Google Shared Drive - Apply Structure & Format				☑	Basic Stream
Software skills	Support	A	Google Docs				☑	Basic Stream
Software skills	Support	A	Google Sheets Basics				☑	Basic Stream
Software skills	Specialist	A	Google Sheets: Advanced [VLoop, Conditional Formatting]				☑	General Stream
Software skills	Support	A	Slack: Channels, Threats, Status, DM				☑	Basic Stream
							☐	
Strategy: Research Customers, Buyers, Competitors	Support	A	Complete Customer Profile Research				☑	Basic Stream
Strategy: Research Customers, Buyers, Competitors	Specialist	A	Build Ideal Customer Profile (ICP)				☑	General Stream
Strategy: Research Customers, Buyers, Competitors	Support	A	Complete Buyer Research				☑	Basic Stream
Strategy: Research Customers, Buyers, Competitors	Specialist	A	Build Buyer Persona				☑	General Stream
Strategy: Research Customers, Buyers, Competitors	Support	A	Complete Competitive Audit				☑	Basic Stream
Strategy: Research Customers, Buyers, Competitors	Specialist	A	Complete Competitive Report				☑	General Stream
							☐	
Database Management: Account & Contact List Building	Support	A	Build Target Account List				☑	Basic Stream
Database Management: Account & Contact List Building	Support	A	Enrich Target Account List				☑	Basic Stream
Database Management: Account & Contact List Building	Support	A	Update Target Account List				☑	Basic Stream
Database Management: Account & Contact List Building	Support	A	Cleanup Target Account List				☑	Basic Stream
Database Management: Account & Contact List Building	Specialist	B	Build Account Scoring Model				☑	General Stream
Database Management: Account & Contact List Building	Specialist	A	Import Target Account List CRM | MA				☑	Tech Stream
Database Management: Account & Contact List Building	Support	A	Build Contact [Lead] List [Sales Navigator]				☑	Basic Stream
Database Management: Account & Contact List Building	Support	A	Build Event Attendee List [Website]				☑	Basic Stream
Database Management: Account & Contact List Building	Support	A	Enrich Contact [Lead] List [Apollo, Phantombuster]				☑	Basic Stream
Database Management: Account & Contact List Building	Specialist	A	Import Target Contact List				☑	Tech Stream
Database Management: Account & Contact List Building	Expert		Build Lead Scoring Model				☐	
Database Management: Account & Contact List Building	Specialist	B	Setup Lead Scoring Model [HubSpot]				☑	Tech Stream
Database Management: Account & Contact List Building	Expert		Build Database Strategy				☐	General Stream
Database Management: Account & Contact List Building	Specialist	A	Run Database Audit				☑	Tech Stream
							☐	
Design	Specialist	A	Design One Pager on brand				☑	Creative Stream
Design	Specialist	A	Design Datasheet on brand				☑	Creative Stream
Design	Specialist	A	Design Case Study on brand				☑	Creative Stream
							☐	

	Maturity	Level	Task | Skill	Performance			Comarketer Specialist [Stream X]	Stream
				Actual	Assessment	Submission	Req.	
Development	Support	C	Recreate Landing page [Wordpress]				☑	Basic Stream
Development	Specialist	B	Create Landing page [Wordpress]				☑	Creative Stream
Development	Specialist	B	Create Landing page [HubSpot]				☑	Creative Stream
Development	Specialist	A	Analyze Landing pages				☑	Analytics Stream
Development	Specialist	A	Build Forms [HubSpot]				☑	Tech Stream
Development	Specialist	A	Build CTAs [HubSpot]				☑	Tech Stream
Development	Specialist	B	Build Conversion Path [HubSpot]				☑	Tech Stream
Development	Specialist	A	CRO: Optimize Landing Page s				☑	Analytics Stream
Development	Specialist	A	CRO: Optimize Forms				☑	Analytics Stream
Development	Specialist	A	CRO: Optimize CTAs				☑	Analytics Stream
Development	Specialist	A	CRO: Optimize Conversion Paths				☑	Analytics Stream
							☐	
Content Marketing	Support	B	Complete Content Audit				☑	Basic Stream
Content Marketing	Specialist	A	Complete Content Research [Topics]				☑	Creative Stream
Content Marketing	Expert		Build Content Strategy				☐	General Stream
Content Marketing	Specialist	A	Build Content Calendar				☑	Creative Stream
Content Marketing	Specialist	A	Complete Market Research to write Content				☑	Creative Stream
Content Marketing	Specialist	A	Write Blog [Post]				☑	Creative Stream
Content Marketing	Specialist	B	Deliver Content Infographic				☑	Creative Stream
Content Marketing	Specialist	B	Design Infographic				☑	Creative Stream
Content Marketing	Expert		Write Case Study, including Client Interview				☐	Creative Stream
Content Marketing	Specialist	B	Design Case Study				☑	Creative Stream
Content Marketing	Expert		Write Cheat Sheet				☐	Creative Stream
Content Marketing	Specialist	A	Design Cheat Sheet				☑	Creative Stream
Content Marketing	Expert		Write Ebook, Whitepaper				☐	Creative Stream
Content Marketing	Specialist	B	Design Ebook, Whitepaper				☑	Creative Stream
Content Marketing	Expert		Write Video Storyboard & Script				☐	Creative Stream
Content Marketing	Expert		Create Video | Motion Graphics				☐	Creative Stream
Content Marketing	Expert		Webinar				☐	Creative Stream
Content Marketing	Support	C	Publish Content [Website CMS | HubSpot]				☑	Basic Stream
Campaign Management	Specialist		Complete Competitive Lead Generation Report				☑	General Stream
Campaign Management	Expert		Design Campaign Outline				☐	Creative Stream
Campaign Management	Specialist		Setup Campaign [HubSpot]				☑	Tech Stream
Campaign Management	Specialist		Publish Campaign [HubSpot]				☑	Tech Stream
Campaign Management	Expert		Manage & Optimize Campaigns				☐	
Campaign Management	Expert		Analyze Campaigns				☐	
SEO	Support	B	Complete SEO Audit				☑	Basic Stream
SEO	Specialist		Complete SEO Audit Report | Presentation				☑	General Stream
SEO	Support	C	Run Keyword Analysis				☑	Basic Stream
SEO	Support	C	Run Keyword Gap Analysis				☑	Basic Stream
SEO	Specialist		Run Keyword Analysis with Recommendations				☑	Tech Stream
SEO	Support	C	Run Backlink Analysis				☑	Basic Stream
SEO	Support	C	Run Backlink Gap Analysis				☑	Basic Stream
SEO	Specialist	B	Setup Priority Pages SEO Optimization				☑	Tech Stream
SEO	Specialist	B	Technical SEO Optimization Plan				☑	Tech Stream
SEO	Specialist	B	Technical SEO				☑	Tech Stream
SEO	Specialist	B	On Page SEO Optimization Plan				☑	Tech Stream
SEO	Specialist	C	On Page SEO [Meta data]				☑	Tech Stream
SEO	Specialist	C	Build Backlink Prospect List				☑	Tech Stream
SEO	Specialist	C	Build Backlink Strategy				☑	Tech Stream
SEO	Specialist	B	Acquire Backlinks | Outreach				☑	Creative Stream
SEO	Specialist	B	Define Topic Clusters				☑	Creative Stream
SEO	Specialist	C	Build Topic Clusters | Internal Linkbuilding				☑	Tech Stream
SEO	Specialist	B	SEO Writing | Write Pillar Page [Advanced]				☑	Creative Stream

	Maturity	Level	Task | Skill	Performance			Comarketer Specialist [Stream X]	Stream
				Actual	Assessment	Submission	Req.	
SEO	Specialist	C	Build Pillar Page [Advanced]				☑	Tech Stream
SEO	Specialist	C	Setup SEO Trackers				☑	Tech Stream
SEO	Specialist	B	Build SEO Dashboard				☑	Tech Stream
Digital Advertising | SEM | PPC	Expert		Complete SEM audit				☐	
Digital Advertising | SEM | PPC	Support	C	Complete Competitive PPC audit				☑	Basic Stream
Digital Advertising | SEM | PPC	Expert		Complete PPC audit				☐	
Marketing Technology	Specialist	B	Build Static Email List [HubSpot]				☑	Tech Stream
Marketing Technology	Specialist	B	Build Email Campaign [HubSpot]				☑	Tech Stream
Marketing Technology	Specialist	B	Publish Email Campaign [HubSpot]				☑	Tech Stream
Marketing Technology	Specialist	B	Build Dynamic Email List [HubSpot]				☑	Tech Stream
Marketing Technology	Specialist	B	Build Email Automation Workflow [HubSpot]				☑	Tech Stream
Marketing Technology	Specialist	B	Setup Email Campaign Reporting				☑	Tech Stream
Marketing Technology	Specialist	B	Analyze Email Campaigns				☑	Analytics Stream
							☐	
Social Media Management	Support	B	Run Social Media Audit				☑	Basic Stream
							☐	
Data Analytics	Specialist	B	Build Campaign Performance Report				☑	Analytics Stream
Data Analytics	Support	B	Complete Campaign Performance Report				☑	Basic Stream
Data Analytics	Specialist	B	Build Funnel Metrics Report				☑	Analytics Stream
Data Analytics	Support	C	Complete Funnel Metrics Report				☑	Basic Stream
Data Analytics	Support	C	Build Basic Dashboard [Sheets | Data Studio]				☑	Basic Stream
Data Analytics	Specialist	A	Analyze Campaign				☑	Analytics Stream
Data Analytics	Specialist	B	Build Google Data Studio Dashboard				☑	Analytics Stream
Data Analytics	Specialist	B	Build Marketing Dashboard [HubSpot]				☑	Analytics Stream
PR | Free & Paid Publicity	Support	B	Build Publisher List Content Syndication				☑	Basic Stream
PR | Free & Paid Publicity	Support	B	Build Press List				☑	Basic Stream
PR | Free & Paid Publicity	Specialist	B	Manage Content Syndication Contract				☑	General Stream
PR | Free & Paid Publicity	Specialist	A	Analyze Content Syndication Campaign				☑	Analytics Stream
Event Management	Support	B	List building events				☑	Basic Stream
Event Management	Support		Outreaching event organizers				☑	Basic Stream