

CAREER

SELF ASSESSMENT

SANIYAIMTIAZ.COM



CAREER SELF-ASSESSMENT

Career self-assessment is a crucial component of effective career planning and development. While often viewed as the first step in this process, self-assessment should be a continuous consideration throughout your educational and professional journey.

For social media managers—whether freelancers, corporate employees, or small business owners—this self-assessment process helps identify your interests, skills, and values, aligning them with potential career paths. Our trained career advisors are here to guide you through this journey, helping you find a process that resonates with you.

You don't need prior knowledge to get started. **Saniya Imtiaz (Pvt) Ltd.** offers a variety of self-assessment resources, including individual counseling, to support you in discovering your career interests with confidence. Take the first step toward a fulfilling career in social media management today!



READY TO DISCOVER YOUR PATH?

Embarking on a career self-assessment can be an exciting journey! Just follow these five simple steps, and you'll be well on your way to uncovering your unique strengths and interests. Let's dive in!

»» Follow These 5 Joyful Steps! ««

Before we dive into your self-assessment, please provide us with some basic information. This will help us understand you better and tailor our advice to your unique journey!

Basic Information Form

First Name :

E-Mail :

Current Role : Freelancer Corporate Employee Small Business Owner

Experience : Years of experience in Social Media Management

less than 1 year

1-3 years

4-6 years

7+ years

What are your top 2-3 career goals :

What challenges are you currently facing in your career :



STEP **1**

WHY DID YOU CHOOSE SOCIAL MEDIA AS YOUR CAREER?

Please select the option(s) that best describe your reasons for choosing a career in social media:

Passion for Creativity: I enjoy creating engaging content and expressing myself creatively.

Interest in Trends: I love staying up-to-date with the latest trends and developments in social media.

Desire for Impact: I want to influence and connect with audiences on a larger scale.

Career Opportunities: I see strong growth potential and job opportunities in the social media field.

Flexibility: I appreciate the flexibility that comes with working in social media, whether freelancing or remote work.

Collaboration: I enjoy working with diverse teams and collaborating with others.

Other (please specify):

Open-Ended Question:

What specific experiences or moments influenced your decision to pursue a career in social media?



STEP 2

SKILLS AND EXPERTISE

Rate your proficiency in the following areas on a scale of 1-5 (1 = No experience, 5 = Expert):

Content Creation	
Social Media Strategy Development	
Analytics and Reporting	
Community Engagement	
Advertising (Paid Social Media)	
Brand Development	
Client Management (if freelancer)	

How do you typically measure the success of your social media campaigns?

What social media platforms are you most proficient in? (Select all that apply)

- Facebook
- Instagram
- Twitter
- LinkedIn
- TikTok
- Pinterest
- Others:



STEP

3

CAREER GOALS

What are your short-term career goals? (e.g., skill development, job transition, etc.)

Write your answer here

What are your long-term career aspirations? (e.g., starting your own agency, becoming a thought leader, etc.)

Write your answer here

What challenges are you currently facing in achieving these goals?

Write your answer here



STEP 4

SUPPORT AND RESOURCES

What types of mentorship or consultation services are you interested in? (Select all that apply)

- Skill Development
- Career Transition Guidance
- Business Strategy
- Networking Opportunities
- Other: _____

How did you hear about our services?

- Social Media
- Referral
- Website
- Other: _____



STEP**5**

ACTION PLAN: HOW CAN WE SUPPORT YOU?

As you embark on your career journey, we want to ensure that our consultation and mentorship services are tailored to your specific needs. Please indicate how you would like us to support you moving forward:

PERSONALIZED MENTORSHIP:

- I would like to have one-on-one sessions with a mentor to discuss my career path.
- I prefer group mentorship sessions for networking and learning from others.

SKILL DEVELOPMENT WORKSHOPS:

- I'm interested in workshops focused on specific skills (e.g., content creation, analytics, social media strategy).
- I would like to participate in hands-on training sessions.

CAREER COUNSELING:

- I would like guidance on resume writing and interview preparation.
- I need help with identifying potential career paths that match my skills and interests.

STEP 5**NETWORKING OPPORTUNITIES:**

- I'm interested in attending networking events to connect with industry professionals.
- I would like access to online communities or forums for ongoing support.

RESOURCE MATERIALS:

- I would like to receive articles, guides, or eBooks on social media management and career development.
- I'm interested in online courses or certifications related to social media.

FEEDBACK AND EVALUATION:

- I would like periodic feedback on my progress and areas for improvement.
- I'm open to receiving constructive criticism to enhance my skills.

OTHER (PLEASE SPECIFY):



STEP

5

Open-Ended Question:

What specific actions or resources do you believe would be most beneficial for your career development?