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APPJOBS

Stockholm, Sweden, 13.04.2021

To Whom it may concern,

Michal has worked with us at AppJobs as Digital Marketing Manager and proved his value to our business.

Michal has always done an excellent job and has often been an asset to our company.
He is organized, can work independently and is able to effectively work with his team reaching set goals.
He is able to effectively multi-task under pressure and ensure that all projects are completed in a timely manner.

His specific duties and responsibilities in Appjobs included full responsibility for Lead generation for Sourcie - a project directed to our B2B customers.
His growth strategy presented at the beginning of our cooperation included Social Media, Paid media, SEO, backlinks, content marketing and marketing automation was definitely a good direction.
His analytical abilities were a good fit during campaign optimization and paving new roads for the growth of our product.

Michal was always proactive in coming up with new ideas and solutions to improve our digital presence. As a marketing representative, he was cooperating closely with a sales team, an area in which he also has previous experience working in, thus was able to understand any crucial issues.

At some point he was also responsible for shaping a bigger marketing team, hence the recruitment process. Through understanding and pointing out areas that needed additional support, he was able to successfully organize a small team and clarify their tasks to ensure a smooth cooperation.

All in all, Michał reached all set KPIs and contributed significantly to the development of the business.
I definitely recommend to take him into consideration while looking for a skilled and responsible Marketing Manager/Lead.

Sincerely,
Alok Alström - CEO - AppJobs.com

DocuSigned by:
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