

27/05/2025

To Whom It May Concern,

I am pleased to write this letter in support of **Karl Chan**, who has served as a **Marketing Executive at Logos Packaging**. Over the course of his tenure, Karl has demonstrated an exceptional ability to drive marketing innovation, strategic problem-solving, and operational efficiency, making a significant impact on our team.

Karl is a **proactive and fast learner** who quickly adapted to the demands of his role. His eagerness to **identify areas for improvement and implement AI-driven solutions** has led to remarkable advances in our marketing strategies. His deep understanding of **AI tools for content creation, data analysis, and digital marketing optimization** has greatly enhanced our overall efficiency.

Karl's **strategic thinking and problem-solving skills** have been particularly valuable. He has taken the initiative to diagnose critical marketing challenges, including LinkedIn engagement, Google Ads effectiveness, and website speed issues, and proactively proposed actionable solutions. His ability to **think analytically and execute data-driven decisions** has led to measurable improvements.

Among his key achievements, Karl **revitalized our LinkedIn presence**, implementing an AI-driven content strategy that resulted in **14,340 organic impressions**—a remarkable **3,017.4% increase**—and **199 reactions** (a **19,800% improvement**) within a short period. His expertise in **Google Ads campaign optimization** helped fine-tune audience targeting, ensuring higher ROI for key international markets.

Karl also played a crucial role in **SEO and website performance improvements**, publishing SEO-optimized content, acquiring high-quality backlinks, and identifying server speed bottlenecks for enhancement. His input in our **new website development project** showcased his technical knowledge and ability to identify crucial improvements.

Beyond his marketing contributions, Karl has been a **valuable support to our sales team**, proactively identifying **154 qualified B2B contacts**, managing sample dispatch processes, and streamlining sample inventory management for operational efficiency. His resourcefulness, organization, and team-oriented mindset have made him an indispensable asset to our company.

Karl is a **motivated and innovative professional**, and I have no doubt that he will bring the same level of excellence to any future endeavor. I highly recommend him for any opportunity that allows him to leverage his skills and expertise.

If you require further information regarding Karl's qualifications and contributions, please do not hesitate to contact me.

Sincerely,
Sila Danyildiz

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