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Black River Park, 2 Fir St, Observatory, Cape Town
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2 January 2018

To whom it may concern,

Jonas Meister has been working for Gnu World Media since 2007, and is currently our Digital Marketing Manager.

Jonas is a highly trusted colleague and senior member of staff. He excels at a wide range of tasks, overseeing most aspects of digital marketing for our clients, as well as several successful in-house projects.

Jonas currently plays a central role in SEO, content marketing, social media marketing, email marketing and even web design and development projects. His roles in these areas have included strategic planning, analysis, project management, client liaison, training and management of staff and freelancers, and reporting. During his time at Gnu World Media, Jonas has implemented most forms of digital marketing himself, giving him excellent hands-on experience.

Jonas is professional and passionate about his work, and demonstrates excellent attention to detail. He's always willing to offer his assistance and has very good rapport with clients and colleagues. Also, I have personally come to rely on Jonas's input when making strategic business decisions.

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Jonas is a loyal and trustworthy individual, and I will be sad to see him go. I believe that he will excel in a senior role in a marketing department or digital agency.

I am certain that Jonas will be a significant asset to any organisation that employs him.

If you have any questions or would like more information, please contact me.

Owner and managing director, Gnu World Media

Yours Sincerely,

Andrew Ziffo
Director