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11/16/2022

Subject: Recommendation letter for Marketing & Copywriting

To whom it may concern,

I am pleased to write a recommendation letter on behalf of Drew Landis as a freelancer in marketing and copywriting. When it comes to anticipating market trends, understanding a customer base and connecting with them, I believe Drew to be a highly skilled for the task.

I worked closely with Drew for over a decade in the horticultural industry. In a market that was lagging in technology and current trends, his insight was invaluable. Not only did he provide excellent leadership in marketing and boosting our company's sales, he also solved a great number of problems we were facing with our online presence.

Drew is not only a well-qualified individual with marketing, but also has significant working experience in professional and commercial writing. He is an excellent wordsmith and extremely fast when you need copy and need it quickly. Even after working with him closely all these years, I was always impressed with how easy it was for him to come up with the right words.

He has excellent communication skills, a persuasive and confident approach to creativity, the ability to create an immaculate copy that stands out from the crowd, and the ability to plan and strategize high-profile projects.

Working in our company Drew identified our target market, provided marketing strategy, wrote original copy to our customer base, slogans for ad campaigns, edited and published product descriptions, and maintained brand consistency along online channels. As a bonus, he also solved numerous technical problems with our software and website.

I assure you that hiring such a confident, competent and creative person will be advantageous for your company. In case of doubts, please feel free to call or email me.

Sincerely,

Michael Cox
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