

Concept Alliance Asia Pte Ltd
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To Whom It May Concern,

It is my pleasure to write this testimonial for Ma Jian Yu, to commend his work performance during his time as an Events Executive in Concept Alliance Asia Pte Ltd from November 2019 to August 2020.

Though Jian Yu's core role was an events executive, he was also hired to lead the company's marketing task as a secondary role. As a marketing generalist, Jianyu contributed to marketing communications by helping to set up the company marketing skin, voice, tone, developing product messages and marketing materials to attract potential clients.

Jianyu contributed significantly on the website conceptualization. He mocked up the company website skeleton with his expertise on visual design and UI knowledge. As our line of work requires a heavy commitment to experimentations and evolving with times, Jian Yu was eager to learn new areas with his cheerful and positive attitude.

He also worked with social media, setting up and monitoring our account with Instagram. In this capacity, Jianyu was our social media presence online. He coordinated with the sales and design team to ensure execution of internal social media campaigns.

As a team player, Jianyu worked well to perform the tasks provided. With his time divided across many responsibilities between events and marketing, he balanced competing needs with humor and professionalism.

There are areas of improvement which I believe Jian Yu will come to fill up these gaps some day and this just proves that he is still growing and his capacity have not been capped yet.

I recommend Jianyu for a position that will draw upon his skills to marketing and visual designs. Do reach out to me should you require further clarifications. I'd be happy to tell you more about Jianyu's work at Concept Alliance Asia.

Your Sincerely,

Lex Woo

Snr. Accounts Manager

Direct Supervisor of Ma Jianyu

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A handwritten signature in black ink that reads 'Lex Woo'.