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Letter of Recommendation

To whom it may concern

It is with great enthusiasm that I write this letter of recommendation for **Leonie Garrecht**, who has and is serving as our Social Media Manager with outstanding dedication and creativity. During her time with us, Leonie has consistently demonstrated exceptional strategic thinking, innovative content creation, and a deep understanding of digital trends and audience engagement.

One of Leonie's most remarkable achievements was growing our social media following by **over 300%**, a milestone that significantly expanded our brand reach and community engagement. Through a data-driven and creative approach, she transformed our Instagram and Facebook presence by consistently producing high-quality **Posts, Reels, and Stories** that resonated with our audience and reflected our brand values.

Leonie was also instrumental in securing a **major contract for the official Mascot of the European Song Contest 2025**. Her ability to merge content strategy with brand storytelling played a crucial role in this collaboration, elevating our profile on an international level.

Since **October 2024**, Leonie's efforts have directly contributed to a **60% increase in conversions in our online shop**, showcasing her clear impact on our business objectives. Her campaigns were not only visually compelling but also strategically crafted to drive sales and user interaction.

Moreover, Leonie's work caught the attention of **various Swiss media outlets**, bringing additional visibility and credibility to our brand. Her unique content strategies and viral storytelling led to several media features, highlighting the effectiveness and reach of her campaigns.

Leonie brings passion, professionalism, and innovation to every project she touches. Her ability to adapt quickly, lead with insight, and execute flawlessly makes her a true asset to any team. I wholeheartedly recommend Leonie Garrecht for any role requiring creativity, strategic thinking, and a deep understanding of digital media.

Please feel free to contact me if you would like to discuss her qualifications further.

Sincerely,

Urs Kipfer
Managing Director
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