

München, 2 november 2015

Dear Hiring Manager:

Anna Yushtina has worked for me as a HTML Email Developer for over a year now. While under my supervision, her responsibilities have included developing new transactional and lifecycle emails, responsive email design newsletters, research and testing of new technologies, documenting discoveries and bug fixes, leading trainings, and assisting in the development of Landingpages.

I have had the pleasure of viewing Anna Yushtina's professional development over the past years, and I can state with confidence that she is a motivated and responsible person. She is reliable, dedicated and eternally upbeat. Anna demonstrates the ability to manage multiple tasks and accomplish goals efficiently and according to schedule; her work performance is consistently strong and I believe that she will have great success in her future endeavors. She always displays a responsible attitude toward her work; she demands a great deal of herself and she works hard to ensure that she performs her tasks professionally. If anything, she was at times too eager to complete tasks successfully and quickly, which ultimately serves as proof of her dedicated ambition to succeed and excel.

Organized and diligent, Anna quickly learned technology systems and software that were unfamiliar to her when she first started, and she also attended optional professional-development seminars offered through the company. Anna is a hardworking professional and due to her performance, she was quickly given more responsibility in advanced tasks. She progressed steadily, revealing her passion and enthusiasm for HTML, responsive design & further coding languages. Her co-worker could rely on her assisting him or even taking over some of his tasks, without having any seconds thoughts about her capability. Her learning curve is surprisingly steep thanks to her curiosity and she is eager to learn more to advance her abilities.

Anna takes the initiative to identify problems and devise solutions. She is active in asking questions and seeking solutions to problems, and if she encountered problems or made an error, she had the courage to admit the mistake, take responsibility, and immediately seek to rectify the situation. Throughout her time in this position, Anna consistently strove for excellence. She has shown that she is a very intelligent person with a mind well-suited to the world of Online Marketing and even Business Development. In more than one occasion she sat together with project managers participating in brainstormings and strategic planning suggesting ideas both from a technical and a creative point of view. She is up to date on all new technologies as on all competitors actions and can advice other Marketing departments on best procedures. It is also because of her excellence in this area that I repeatedly asked her to lead workshops and mentor new employees within the company.

Of particular value to me as a manager is Anna's team player mind-set, enthusiastic embrace of change, ability to work with minimal supervision and unwavering commitment to exceeding everyones expectations. I regularly received unsolicited praise from other managers commending Anna's outstanding level professionalism and follow-through.

Although Anna has been a valuable member of the Westwing team, I am delighted to hear that she is pursuing a career evolution in your company. Based on my observation, she clearly has the interest to excel in this field, and based on her performance, she clearly has the ability to achieve success.

She has a cheerful and positive personality that makes her a joy to work with. I have much confidence in her and I offer my recommendation without reservation. I hope that you will give her application favorable consideration.

If you should require further information about Anna Yushtina, please feel free to contact me and I would be glad to provide it.

Sincerely,

Cinthia Fehling
- HTML & Graphics Manager -