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To Whom It May Concern,

I am delighted to write this recommendation letter for Nicolas Afonso, who has been an exceptional member of our team at Müller JG, Costa Rica's leading jewelry retailer for luxury brands. I have had the privilege of working with Nicolas for the past year, who first joined the company as a Marketing Intern from April to July, 2022 and most recently as a Marketing Consultant from May to August, 2023. During these periods, Nico has consistently demonstrated outstanding team working qualities and dedication to his tasks that have set him apart.

Nico is characterized by a genuine sense of curiosity, which drives him to thoroughly seek knowledge and solve problems. He is always eager to learn and actively finds ways to enhance his skill set by offering support for a number of tasks that were formerly outside his area of expertise. During his first time at the company, Nico was tasked with supporting the development of a marketing campaign and launch strategy for Müller's first owned product-line, Bridal | JG. Nico provided a thorough marketing mix that included a competitive analysis, an analysis of our audience segments, and tactics suggesting the best channels to reach our audiences; one of which was incorporated into our launch campaign. Following his research, Nico proactively increased our digital footprint by reaching out to online retail directories and newsletters to incorporate information about our stores in anticipation for an exhibition.

One of Nico's most remarkable attributes is his relentless determination to surpass expectations. He is not content with merely meeting requirements but consistently goes the extra mile to deliver results that exceed initial goals. His commitment to excellence is evident in his work, and reflects his passion for developing marketing and PR strategies that are informed by data.

During his second term at Müller JG, Nico was contacted to assist in developing Müller's website using out-of-the-box software, Wix. Nico took initiative and requested our POS database to design the website according to sales data. We were amazed to find out that he had made the website from scratch, lowering recurring costs and personalizing the website to our specifications beyond what we expected was possible. In anticipation of the website's launch, Nico has also offered to write articles and content for the website to improve SEO, has built an online exhibit allowing users to select inventory based on brand and product category, and has provided a thorough sales analysis using our POS database.

As a member of our team, Nico has significantly contributed to the success of several critical projects, and his collaborative spirit and positive attitude has been an asset to the entire team.

I have no doubt that Nicolas Afonso will continue to excel and make a significant impact wherever he goes. Nico is an individual of exceptional ethic, consistently displaying curiosity, eagerness to learn, availability, thoroughness, and a focus on overarching goals. I wholeheartedly recommend him and believe he will be a valuable asset to any endeavor he chooses to undertake.

If you have any further questions or require additional information, please do not hesitate to contact me.

Sincerely,

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