

2 October 2020

Smith Power Equipment
2 Lascelles Road,
Meadbrook
Edenvale

LETTER OF REFERENCE

To whom it may concern,

This letter is to serve as a testament to the work ethic and personality of Miss. Claire Smithard.

I started working with Claire over 2 years ago. She was interviewed amongst others to which she stood out when it came to final selection for the digital marketing specialist position that Smith Power Equipment offered. What became very apparent to me was that she was open to new ideas and exploring all the options available to her. We started working very well together on various things like websites, databases, social media, CRM and email marketing.

There is one example that shines the brightest for me. She assisted in the development of our instant quote system. This system allows customers to quote themselves by filling in a contact form. There are a number of procedures and API calls that needed to be made in order to quote a customer personally, instantly to their email and WhatsApp in 30 seconds. This enabled us to save thousands of man hours of manual quoting and puts our brands in first position and top of mind with our customers. To date over 13 000 instant quotes have been done.

She has proved that she understands all the concepts involved and what it takes to implement good solutions to complex problems. She has consistently demonstrated how to solve problems before they arise and ensure that if something goes wrong that there are procedures / backups in place to restore systems back without data loss.

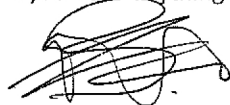
She has learned that programming is the future of her career and has a firm grounding of reading and understanding code. Claire is constantly improving herself with courses, such as a java course which she will complete in June 2021. Not only professionally, but also personally improving herself by listening to podcasts about personal development and attending philosophy classes after hours.

Claire also gives back to the community by participating in Scouts and is an active member of her Rover Crew and Scout Troop in Benoni. She has proved that she has good organizational skills for events such as JOTI (Jamboree Over The Internet) with scouting and community service efforts such as a blanket drive that she went on to help the needy.

It also needs to be stated that Claire has assist me with the organisation of national shows such as NAMPO, HuntEx and the likes. She is organized and is a good planner when it comes to getting a team moving forward.

To conclude, if I ever start a business one-day Claire will be the first person I will employ; her strength of character, her skills in digital and her attitude to learning are qualities I would want in my business.

If you need anything from me please don't hesitate to call me or email.



Robert Keir
082 349 7441
robertbryankeir@gmail.com