

Floriane Michelat
Hainer Weg 4
60599 Frankfurt am Main

28 September 2022

Recommendation Letter Floriane Michelat

To whom it may concern,

Inyova Impact Investing GmbH (brand of Inyova AG), based in Frankfurt, is a digital asset management company specialising in impact investment solutions. We provide our consumers with long-term-oriented financial investment solutions. Our investment strategies are characterised by a high degree of personalisation based on environmental and social values. We are technology-driven and offer a purely digital solution.

Floriane Michelat, born on 19 March 1993 in Sablé-Sur-Sarthe, joined our company as Performance Marketing Analyst at our Frankfurt am Main location from 15 November 2021 until 31 October 2022.

During her tenure at Inyova Floriane has been responsible for:

- Ownership of Google Paid Search accounts, including (but not limited to):
 - o budget of the two Google accounts for Germany and Switzerland in three different languages (German, French and English)
 - o optimization of the accounts - structure, keywords, bidding, creatives etc. - of the campaigns, coordinating with relevant stakeholders
 - o reporting on the performance of the accounts
- Management of the Inyova website:
 - o content management of the two Inyova websites for Germany and Switzerland in three different languages to ensure content is relevant to customers and aligned with the needs of the different Inyova teams

- Management of the relaunch of the new website in summer 2022:
 - o project management and coordination of all efforts between the external agency and internal stakeholders (development, design, impact, investment, marketing, management) to prepare the relaunch of the new website in Switzerland

Floriane has fine technical knowledge, which she utilised and implemented successfully during her activities at Inyova. She is a self-motivated problem-solver, eager to work independently and has systematically displayed a willingness to work hard.

In the execution of her tasks, Floriane is characterised by a good degree of conscientiousness and a sense of responsibility. She has particularly thrived working at the intersections of different teams, such as Marketing, Design, Development and Legal. She has been a persistent and reliable employee, resilient to work with tight deadlines.

Floriane finished her position as Performance Marketing Analyst on 31 October 2022. We thank her for the very good cooperation and wish Floriane continued professional success and all the best for her future.

Zurich, 28 September 2022


Place, date



Marianna Grigoryan
Head of Performance Marketing

Frankfurt, 28 September 2022

Place, date



Angela Altvater
Chief Marketing Officer