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To Whom It May Concern,

I am writing to enthusiastically recommend Juan Grisales, who worked with us as a co-op student at Limitless Marketing. From the start, Juan demonstrated tremendous initiative, a strong work ethic, and impressive technical skills, becoming an invaluable part of our team during his co-op term.

Although the initial project was intended to be small in scope, Juan quickly proved he could take on far more. His strong communication skills and insightful questions led him to uncover additional opportunities that expanded the project's potential. As his responsibilities grew, Juan consistently went above and beyond, working extra hours and delivering results that were both actionable and highly valuable. His ability to turn around high-quality reports with impressive speed—often within just one day—was a testament to his dedication and competence.

Juan played a critical role in building an end-to-end reporting dashboard for two of our key marketing clients. This project required syncing multiple sources of record using ETL pipelines, integrating data from various platforms, and creating a clear and actionable dashboard. For these clients, Juan successfully tracked and reported on key performance metrics, including Return on Ad Spend (ROAS), Cost Per Click (CPC), Cost Per Acquisition (CPA), Ad Spend, and several other critical industry-specific metrics. His technical expertise and ability to integrate and transform complex data were outstanding, allowing us to make more informed decisions for our clients.

Moreover, through Juan's work, we were able to identify metrics we hadn't previously considered, **setting the stage for earlier profits and enhanced performance for our clients**. His contributions truly expanded the value we could offer to our clients, and his initiative helped us optimize decisions around ad spend and campaign strategies.

Juan's ability to self-learn and adapt quickly to new software and industry challenges was remarkable. Even when faced with unfamiliar tools, he took the time to dive into documentation, continually improving his skills to meet the demands of the project.

Juan displayed a positive attitude and an unwavering commitment to getting the job done. As his scope of responsibility grew, so did his impact on the overall success of our projects. I have no doubt that Juan will be a valuable asset to any team he joins, and I highly recommend him without reservation.

Sincerely,



Alborz Gorjizadeh
President, Limitless Marketing