



UNIVERSITY
OF WOLLONGONG
IN DUBAI

LETTER OF RECOMMENDATION FOR MR. SHIVKEERTH LAJ

To whom it may concern,

Shivkeerth was a student in my Marketing Effectiveness class at the University of Wollongong in Dubai. This course emphasized the quantitative aspects of marketing, focusing on using data and metrics to assess the impact of marketing initiatives and make well-informed decisions.

During the course, Shivkeerth consistently displayed excellent analytical and critical thinking skills. He excelled in a business simulation on customer centricity, where he worked with complex datasets to make strategic marketing decisions. Shivkeerth also completed comprehensive Salesforce training modules through Salesforce TrailMix, equipping himself with hands-on experience in building and managing dashboards. These experiences have provided him with a solid foundation for evaluating marketing performance and handling detailed data analysis effectively.

What truly sets Shivkeerth apart is his proactive approach to problem-solving and his creativity in addressing challenges. He regularly contributed fresh and innovative ideas, which not only enhanced his own learning but also enriched discussions for his peers. His enthusiasm for learning and ability to think beyond conventional solutions make him a valuable asset to any team.

Beyond his technical capabilities, Shivkeerth has an approachable and professional demeanor, making him a pleasure to work with. His dedication, resourcefulness, and ability to adapt to new challenges leave me confident in his potential to succeed in a professional environment. I strongly recommend Shivkeerth for any position that requires a combination of analytical expertise, creativity, and teamwork.

Should you need further details or have any questions, please feel free to contact me.

Sincerely,

Dr. Sourjo Mukherjee

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