



Brussels, 24.11.2022

TO WHO MAY CONCERN

Mrs. Alejandro Perez Peñalver served as Web Operation Manager in the Citizenship rights and Freedom of movement unit of the Directorate General for Justice and consumers (DG JUST D3) between 18 February 2022 and 20 October 2022.

During this period, the unit carried out several communication campaigns, i.e., on EU citizenship rights and SLAPP, and managing several online projects such as an e-learning tool, consular protection website, and its online content. Mr Perez supported the unit in data analysis and project development within the framework of the Consular Protection Website and the unit's related projects.

Alejandro made further data analysis to identify insights about the buyer persona (what the user or the citizens do and would need on the website at the current stage) of the Consular Protection Website at the beginning of the war conflict with Ukraine and Russia. In addition, he continued to locate answers to critical questions like the followings: What is the mission and vision of the Consular Protection Website? Does the website do what it should do following the mission statement? What are the critical problems of the website? He also conducted a preliminary study of different actions necessary for the project plan.

Regarding project management, he started the project plan document, developed the site map of the website, and established in an Organizational chart the strategy for communication with the stakeholders related to the project (for reporting and coordination). He has classified the project actions following the MoSCoW analysis (Must have, should have, could have, and won't have). During the project plan development, he worked with different units and several professionals, such as graphic designers, web operation managers, and journalists, to set up a communication campaign about Consular Protection on Twitter, Facebook, and Instagram on the DG communication platforms.

Regarding the project plan, automatic updates and geolocation features were our priorities. Alejandro maintained continuous communication with the technical unit (DG JUST B3) to help them understand the business needs and find possible solutions for these two priorities. In this line he created collaborative mockups in where the team could share their ideas and have a clear idea of the currents needs.

Regarding the automatic updates, with his help, we could set up a workspace for each country (Allocating 2290 pages for all the editorial teams that belong to all the member states) and define a business process to work in the short term with representatives of each of the 27 European Member States. This achievement allows EU Member States Web editors to update the content of their countries on the Consular Protection Website faster and more efficiently.

Alejandro also defined a BPMN diagram about the support processes for each representative on doubts or technical problems.

During his mission, Alejandro has helped the unit with several transversal topics related to internal communication:

1. He supported the development of Wiki and collaborative sites in Microsoft Team and SharePoint.
2. He supported a template development for knowledge management to register every project detail in the unit.
3. Inventory of every internal communication channel available in DG JUST D3.
4. IT support for Unit colleagues to identify plagiarism in policies and documents in collaboration with multiple policy officers.

It was a pleasure to work with Alejandro. He was a very nice and enthusiastic member of our team. Alejandro is a committed professional who can anticipate problems and take the necessary steps to solve them.

I can gladly recommend Alejandro Perez for taking up any position in his field.

Sincerely,

A handwritten signature in black ink, appearing to be 'Pundova Zuzana', written over a large, stylized 'P'.

PUNDOVA Zuzana (JUST)

Legal and Policy Assistant

Consular Protection, Democracy, E-learning tool, CHAP coordination, management of the network of academics, and financial programme (free movement).