



Berlitz

Language Center, Translation & Interpretation
Sidani Street
Marbella Center
P.O.Box 13-5995 Beirut - Lebanon
Tel: + 961-1-751689/90
Fax: + 961-1-751596
e-mail: berlitz@inco.com.lb

To Whom It May Concern

I am pleased to write a letter of recommendation for **Mr. Jakob Klassen**, born the 18th of March 1989 in Leninpol (USSR).

Jakob worked for Berlitz Beirut from November 2012 until March 2013 as a consultant and project manager. He was in charge of internet marketing with special focus on the promotion of the Arabic Language Program.

The project was split into two phases:

From November 2012 until January 2013, he conducted an intensive market research and subsequently drew up a concept for an improvement of the market standing of the Arabic Program. From January 2013 until the end of March 2013, he was responsible for implementing the proposed changes: In order to address the problem of the identified weak internet communication concerning the Arabic Program, we jointly set a Google Top Ten ranking for certain search inquiries as a goal, which implied several sub goals.

Jakob worked during the whole period autonomously, initiated meetings when necessary and was proactively promoting his ideas for improvements. In collaboration with our IT-Engineer, the set goal was achieved after a short amount of time. Furthermore we reached an optimization of other aspects at our webpage, such as an improved user journey, better availability of contact possibilities (improved "conversion"), and a search engine adjustment for other languages.

During the course of his employment, Mr. Klassen proved to be a diligent worker, capable, dedicated, enthusiastic, conscientious, and very cooperative, which made him an asset to Berlitz. Upon his request, this certificate was issued in Beirut on the 11th of March, 2014.

Respectfully,

Suheil SIDANI

Managing Partner

Berlitz Language Center - Beirut

Tel: +961-1-751689/90

Fax: +961-1-751596

Mob: +961-3-549888

Website: www.berlitz-lebanon.com



1878 - 2013
135 YEARS

This center is independently owned and operated.