

To Whom It May Concern,

I am honored to write this letter of recommendation for Hanzel “Hanz” Lacida, who served as our dedicated Paid Ads Manager at OCSEO from September 2024 to May 6th, 2025. His specialized expertise in Google Ads, conversion tracking, and digital strategy has had a significant impact on our client portfolio, particularly in the U.S. healthcare and service sectors.

Throughout his tenure, Hanz consistently demonstrated advanced proficiency in developing and executing high-performance PPC strategies that directly contributed to measurable improvements in lead generation, cost efficiency, and overall marketing ROI. He played a vital role in several mission-critical campaigns including Lighthouse Treatment Center, Covenant Hills, and Saddleback Recovery, where his data-driven optimizations helped drive sustainable client acquisition in highly competitive markets.

Hanz’s contributions extended beyond technical execution. He served as a strategic advisor in paid media planning, spearheaded bid strategy enhancements including TCPA integration, and led initiatives to improve conversion tracking systems-resulting in enhanced campaign transparency and decision-making. His ability to combine technical knowledge with strategic insight distinguishes him as a top-tier digital marketing professional.

Hanz’s work has helped our agency deliver high-value outcomes to U.S.-based clients across healthcare, addiction recovery, and service industries-sectors critical to public welfare and economic stability. His innovative approach and consistent results position him as a professional whose skills are of substantial merit and benefit not only to private enterprises but also to broader national interests.

I strongly support Hanz’s future endeavors and believe he is highly qualified for any role or petition that seeks to recognize individuals who bring exceptional ability and impact. His expertise in Google Ads and performance marketing would be a significant asset to any U.S.-based organization.

Sincerely,

Tyler Collins

Tyler Collins

Founder, [OCSEO](#)