

**Applicant Name:**

Julian Smilg has applied for employment with Collective as an Associate Strategy Director.

We are seeking a reference in respect of Julian Smilg, who has given his consent for us to approach you for this purpose.

Any information that you choose to give us will be treated in the strictest confidence.

We would be grateful if you could answer the following questions as fully as possible:

What were the applicant's start and leaving dates?

**Start date:** Internship: 02/09/2013, Full-time: 04/09/2017

**Leaving date:** 12/08/2022

What was the applicant's job title with your Company?

Senior Strategist

What were the applicant's main job duties?

- Marketing strategy and campaign planning – campaign proposition, channel strategy, marketing tactics and execution
- Audience analysis and segmentation
- Setting KPIs and developing measurement frameworks
- Running client workshops, both in person and online
- Developing strong relationships with our clients and navigating key stakeholders within their business
- Pitching to win new clients/projects and developing our own proposition for new clients
- Educating our teams and clients on areas of marketing strategy (e.g. paid media webinars)

What is your assessment of the following elements in relation to the applicant?

	Excellent	Good	Fair	Poor
<b>Craft &amp; quality of work</b>	X			
<b>Quantity of work</b>	X			
<b>Dedication to the job</b>	X			
<b>Ability to work without supervision</b>	X			
<b>Professionalism</b>	X			
Did you find the applicant to be honest and trustworthy?				Yes
Did you find the applicant to be reliable in carrying out his duties?				Yes

Was the applicant's time-keeping satisfactory?	Yes	
Did the applicant have any disciplinary warnings during his last 12 months' employment with your company? If so, please comment, if possible on the nature of these warnings:		No
What was the reason for the applicant leaving your company?		
<ul style="list-style-type: none"> <li>- He's been at Zone for 9 years, so ready for a new challenge</li> <li>- A promotion</li> </ul>		
Would you re-employ the applicant?	Yes	
Please comment further, if possible, on the applicant's suitability for employment into the post described above.		
<p>Julian is an exceptional strategist. He has an ability to bring fresh, big-picture thinking to each new brief and turn this into effective marketing execution for our clients. He is able to juggle many clients and projects, and work at great speed when the pressure's on.</p> <p>He delivers excellent work and leads big strategic projects single-handedly, particularly across BMW Group, The FA and Aston Martin F1. As well as delivering on his own work, his high standards and new ideas constantly push the rest of the Strategy team to improve further.</p> <p>Julian has been recognised in the industry, being awarded 'Highly Commended' in the Rising Star category at the Drum DADI Awards. Everyone at Zone that has worked with Julian raves about his work and his approach, including senior management. Clients love him too.</p> <p>We're sad to see him go but recognise it's a great opportunity for him.</p> <p>If you have any questions or would like to discuss further, feel free to give me a call on 07761576645.</p>		
Name: Sam Whitehead  Signature: SW  Date: 04/07/2022_____		