

24 August 2023

To whom it may concern

Recommendation letter

I am pleased to write this recommendation letter for Freya Mefus, who was employed at FLSmidth as a commercial apprentice at the Global Marketing department for the past year. Freya started her apprenticeship in August 2020 at tk Industrial Solutions, and due to the acquisition was transitioned to her current role on September 1st 2022.

During her employment Freya has shown a great dedication and contributed across multiple marketing tasks and digital platforms supporting our overall goal of improving experience.

Freya has proven that through hard work and collaboration across the organization, she can accomplish tasks in the courteous and timely manner. Freya has good communication skills, organized and reliable. She has contributed to a long list of projects and tasks, among them:

- Collection, quantification and interpretation of media data for competitor analysis, generation of statistics for quarterly reports
- Maintaining and uploading web content on flsmidth.com following a design guide
- Supporting several marketing project and mediating between global stakeholders
- Support of global digital marketing campaigns for new product launches, with key focus on SEO
- Organisation of digital sales material

Freya would be a great asset to any team and has my highest recommendations. You are welcome to contact me if you have any further questions.

Yours sincerely

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