

Santiago Sendón Blanco

Professor at EOI Business School Spain

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Dear sirs,

I am writing this reference letter at request of Alicia Urbano, who is applying for a vacancy in your company.

I have known Alicia for several subjects throughout a postgraduate course in Marketing tuitioned at EOI, Industrial Business School. She was a remarkable student in a very challenging and rigorous course. Based on Alicia's grades, attendance and participation I would rate Alicia academic performance in my classes as brilliant. Being the course mainly practical and very focused in solving real problems and projects in the digital field, I can assess her preparation to acomplish high level duties within any company she may fit in.

For an employer I can see a great number of strenghts in Alicia. She is definitively a hard worker bringing enthusiasm and energy. She can cope with pressure and also is very capable when solving complex problems needing creativity and smart decision making. She is also exhaustive and detail driven, when dealing with problem analysis and information presentation. Her communication is another strength being very faithful and straightforward. All those skills, along with a great organizational capabilities shine when working in groups. She is very friendly and open with all kind of people and will normally get the most out of other members in the group.

I highly recommend Alicia Urbano to any position in the marketing industry, not only digital. Alicia Will be a positive addition to your organization.

May you need further information, feel free to reach me in the contact data below.

Sincerely,

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