

Madrid, January 25, 2021

To whom it May concern:

I have had the opportunity to meet Alicia Urbano as director, teacher and tutor of her final project at the Marketing and Digital Business Program organized by EOI - School of Industrial Organization.

I have been able to know her professional and personal skills throughout the 20 hours of teaching in the modules of Marketing Principles and Display Advertising I have been responsible of, as well as tutor of her final program project, consisting of the development of a complete digital marketing plan for a brand in the cosmetics sector.

Alicia has been one of the 3 best students of the program in this edition and since I have been a teacher at the School. Throughout the 4 months of work that we have shared, I have been able to discover and recognize his multiple qualities, skills and values, which I summarize below:

- Her ability to learn concepts with which she is not familiar, in two aspects: deepening these concepts to understand their theoretical bases, and their application to business environments.
- Her strategic vision that allows him to understand the connection between the various elements of digital marketing activity and complex relationships with other areas of the company.
- Her talent to apply in practice, in real cases, the concepts learned, providing realistic and effective solutions, as well as creative and innovative.
- Her great capacity for work, his perseverance and his determination to constantly improve his contributions, which have made many of his works in the subjects for which I have been responsible almost perfect in both content and form.
- Her ability to work in a team, with generous contributions that motivate peers and teachers.
- Her planning and time management skills to deliver on tasks and projects.
- Her creativity, present in every aspect of your work.
- Her ability to communicate her ideas and contributions in an attractive, suggestive and persuasive way.
- The high level of technical knowledge acquired in the area of digital marketing.

I consider Alicia to be an excellent candidate for a position in any organization looking for a talented and motivated young digital marketing professional with a strategic vision and the ability to deliver in individual and team projects.

I offer my complete availability to comment on the information contained in this document.

A handwritten signature in black ink, appearing to read 'Julio', followed by a long, horizontal, slightly wavy line that tapers to the right.

Julio Alonso.

Director, Marketing Tribe.

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