



Mercedes-Benz Russia
Leningradsky prospect, 39A
Moscow, 125 167
Russia

12.04.2022

To Whom It May Concern,

It is with a great pleasure that I am recommending **Kirill Vasilev** for job application at your company.

I have been working with Mercedes-Benz since 2020 and later entered a Special projects & SMM specialist position within Mercedes-Benz Marketing team. In August, 2021 Kirill was introduced to me as a Senior Social Media Manager at Publicis Emil ensuring an inclusive approach to managing and perfecting functioning of Mercedes-Benz Social Media Networks.

Working together, we have overcome numerous challenges allowing Kirill to prove himself and display a broad skill set. As a connecting link between global and local teams, he showcased an ability to build enduring partnerships and establish a seamless transition of data and expertise. His team was single-handedly responsible for contributing to performance enhancement of Mercedes-Benz Social Media and Kirill, as a competent leader, guided the project thoroughly and expertly. His innate ability to strike the perfect balance between creativity and critical thinking boosted Mercedes-Benz altered luxury communication strategy emphasizing company`s key initiatives and positioning and led to meeting all the KPIs set.

Between his strong sense of aesthetics and attention to detail, Kirill was able to up Mercedes-Benz Social game to another level. His strive for excellence, eager for pushing limits and reliability make him a valuable team member and a trustworthy partner.

Along with his strong work ethic, Kirill has an outstanding personality making him a powerhouse of joy, enthusiasm and great humor within a team. His charisma, quick-witted mind and passion make him one of the most charming people I had a chance to work with.

In conclusion, I would like to restate my strong support for Kirill`s application. I have no doubt he will make an excellent addition to your team. Please, feel free to contact me if you have any questions.

Yours faithfully,

A handwritten signature in black ink, appearing to read 'G. Uglava', is positioned below the text 'Yours faithfully,'.

Gabriella Uglava

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