

## Letter of recommendation

Kissa Iryna Volodymyrivna cooperated with our company "Moscow Capital" LLC for 2 years, from February 2020 to February 2022. in the position of Context Advertising Specialist in Yandex Direct and Google Ads. We can say that Iryna performed not only the tasks of setting up, placing and optimizing advertising campaigns, she fully supported all our projects (5 projects), for a long time she acted as the only marketer, and was fully responsible for the results of work on attracting traffic and applications to the site.

The main tasks were:

- constant increase in the number of high-quality, confirmed applications
- control of the fulfillment of the set goal by the number of contracts
- management and control of tasks performed by other specialists
- preparation of technical tasks for programmers, designers
- monitoring the work of CPA networks and the call tracking service
- fight against fraud
- setting up Roistat end-to-end analytics
- analysis of the work of sales managers (missed calls, customer chats, the correctness of entering sales sources in CRM)
- work with Yandex Directory and Google My Business
- advertising in Yandex Maps and Yandex Navigator
- monitoring reviews, preparing responses to negative reviews
- preparation of weekly reports based on the results of advertising campaigns (more than 1300 advertising campaigns)
- participation in final discussions based on the results of the week's work

The following achievements in the work should be noted:

- a significant increase in the number of conversions
- increasing the number of contracts by 6 times
- reduction of contract value;
- expanding the reach of the audience
- increasing brand recognition;
- increase in sales volume, business scaling

Iryna Kissa made a significant contribution to the development of our company, actively participated in the launch and further development of a new project in St. Petersburg <https://spb.mos-capital.ru/>

Iryna is an initiative and responsible employee, has an excellent command of modern methods of working with contextual advertising, and is always aware of the latest changes in Yandex Direct and Google Ads.

Among the professional and personal qualities can be noted: the ability to quickly navigate the situation, make optimal decisions, organizational skills, attention to details and a responsible approach to work with a focus on results.

Importantly, work on projects was carried out remotely, as Full time. At the start of the work, we received daily reports on the completed work, later we switched to a report once a week. The results showed that despite the remote format of cooperation, the approach to work was responsible and deep. During our work, we made sure that our cooperation brings results!

We recommend Kissa Irina as a reliable specialist who can be entrusted with the launch of both startups and the most complex tasks and be sure that the result of these works will bring an effect to the business.

**General Director**  
**of Moscow Capital LLC**  
Ilyinov Serhii Oleksandrovych  
+7(915)301-33-20



A handwritten signature in blue ink, likely belonging to the General Director mentioned in the text.