

## letter of recommendation

Kissa Irina Vladimirovna collaborated with LLC Belgorod Jewelry Factory "Art-KARAT" from October 2020 to February 2022 as an Internet marketer responsible for the direction of SEO promotion of the retail site <https://svetlov.com/> as well as for maintaining contextual advertising for the wholesale site <https://svetlovb2b.com/>

Irina performed not only the tasks of SEO promotion, setting up, maintaining and optimizing advertising campaigns, but also fully supervised our projects - a wholesale website and a retail online store. For the last six months of cooperation, she performed the role of the only Internet marketer, and was fully responsible for the results of work to attract traffic and applications to sites.

The main tasks were:

- conducting various analyzes: competitors, behavioral factors, usability and etc;
- conducting SEO audits and monitoring the work of the contractor for advertising the retail online store;
- work with the semantic core, content and links;
- preparation of recommendations for launching a project in Kazakhstan;
- placement of articles on referral sites;
- increase in the number of applications in retail and wholesale online stores;
- preparation of technical specifications and control over the implementation of tasks by programmers, designers;
- control over the work of the Admitad CPA network, the Criteo advertising network;
- work with Yandex Directory and Google My business;
- preparation of reports on the results of the work of the entrusted channels for attracting traffic;
- participation in the final discussions on the results of the work.

We appreciated such achievements as:

- after the rebranding, a successful "move" of the site was completed [www.karat-jewell.com](http://www.karat-jewell.com) on <https://svetlovb2b.com/>
- a significant increase in the number of orders from the search engine channel, in some months by more than 50%;
- growth of traffic and orders from advertising channels;
- increase in the number of customers in the wholesale store;
- increasing brand awareness.

Kissa Irina Vladimirovna is a responsible specialist, our cooperation was long and would have continued, if not for force majeure circumstances that prevented us from continuing to work in the usual mode. She knows modern methods of working in SEO and contextual advertising, monitors the latest changes in search engine algorithms, Yandex Direct and Google Ads. Able to organize the work of a team and conduct effective control. This is especially valuable, since the work on the projects was outsourced. Despite this format of cooperation, the approach to work was with full immersion in all business processes.

**CEO**  
**LLC BJF «Art-KARAT»**



**I.V. Silchenko**

