



June 1, 2020

To Whom It May Concern:

Michelle Van Weverwijk was employed with us from December 1<sup>st</sup>, 2019 until May 31, 2020. I found Michelle to be an exceptional employee... very organized, creative, dedicated, hard working, productive, and with a wide range of skill sets in presentation, marketing and design.

Michelle started off in the pre-sales position, doing presentations for prospective customers. She was soon recruited to do marketing activities as well... including all of our social media activities, blog posts, image selection, marketing content development, product spec sheets, and brochure design. What impressed me most were her high levels of productivity. For example, she created a master image-sizing template for all social media posts that reduced social media administration time by at least 70%. In essence, Michelle created "smart" systems and procedures that made her time efficient, and with exception levels of output.

I highly recommend Michelle to any company that would appreciate a smart, organized, multitalented individual that can be dropped into any marketing or sales role required. Her versatility and abilities are second to none.

Sincerely,

A handwritten signature in black ink that reads 'Jim Pappas'. The signature is fluid and cursive, with a large, stylized initial 'J'.

**Jim Pappas**  
Talent, Training & Systems  
Direct: +1.416.275.8739

**These Recommendations were given using LinkedIn as a platform. Find all originals**

**here:**<https://www.linkedin.com/in/michelle-v-weverwijk/details/recommendations/?detailScreenTabIndex=0>

### **Terri Oswald**

Product Consultant at Mitrex: Integrated Solar Technology (BIPV) - A division of Cladify

Michelle is one of the most dedicated and diligent marketing/communications professionals I have had the pleasure of working with. Her desire to dig deep and apply her insights to every initiative proved very successful. Along with a desire to be a true team player, Michelle has excelled at the art of multi-tasking and is a credit to her profession.

### **Martijn T.**

Developer Engineer, Fron end Developer 12CU

Michelle is smart, creative, and determined and brings a lot of positive energy with her. She is able to cover a lot of disciplines from making marketing plans and campaigns, to writing content, to illustrating, and more - and she is learning new things and improving herself with every step. Her energy and attitude are a great asset for any team, but she's also able to work independently in a very focused and efficient.

### **Giselle Koning**

Creative manager at the Groundbreakers

Michelle is creative and original in her way of thinking and doing. She is not afraid to express her ideas and with her enthusiasm and perseverance she is a valuable addition to any company that wants to distinguish itself in the field of marketing, design and branding.

### **Casper Grey**

Tobacco Theater Freelance Client Double UU

Michelle did a fantastic job crafting our website in record time. She was very responsive and explained each step, making the process really fun and no-stress for everyone involved. Highly recommended!

### **Tessa Pals**

Owner at Swordfish & Friend

Michelle has done a great job in creating videos, photography, illustrations, and other content for several of our marketing campaigns. She has a very creative mind and is very productive, she knows how to get things done!

**Marlein Parlevliet**

Owner at SF Distributions

Michelle was our marketing & sales intern in the fall/ winter of 2016. We would have hired her if she wasn't moving to Canada. Michelle is very creative, hard-working, and smart. She gets things done very easily. We highly recommend her!

**Eric Vermaat**

Founder 12CU

Michelle is a smart girl who is well-prepared for her marketing career. Michelle has taken the marketing of 12CU a big step further. She started by writing a step-by-step plan which she then coordinated with the 12CU team. After agreeing on the step-by-step plan, she started to develop a new matching website. A very good idea of her was to interview our customers and partners. In these interviews, she asked customers and partners of 12CU, among other things, what they value about the 12CU solution and the team. But also what customers and partners miss from the 12CU solution and the team. She incorporated the results of these interviews into website advice. This has yielded very valuable insights. Very nice was the feedback I received from customers and partners about the interviews with Michelle. All customers and partners were particularly enthusiastic about her cheerful and open style, which at the same time also opened up to be critical. The 12CU team also asked Michelle to look critically at software design solutions. It was nice to see how female marketing was of great added value to the often technically optimized software design. We have come to know Michelle as an accurate employee, who has always performed the assigned work to our complete satisfaction. In the team, she was one of the guys that can get along very well with everyone.

**Ed Kooijman**

Manager 12CU (at the time)

Michelle is a great asset to our Marketing team and in fact the whole company. Unstoppable and energizing, she both supports our strategic decision-making process as well delivers our marketing plan to the last detail.