



To Whom It May Concern,

I am pleased to recommend Ana Šercer, who worked with us at Multitude as a Growth Marketing Manager. In this role, Ana consistently demonstrated a rare combination of creativity, analytical thinking, and initiative that made her an invaluable member of our team.

Ana successfully managed a wide range of growth marketing activities, including social media management, SEO strategy, paid campaigns (Meta, Google), affiliate marketing, influencer collaborations, and CRM/email marketing. She was also responsible for preparing and executing the yearly marketing plan and budget, which she approached with both precision and strategic foresight. Her ability to not only execute but also identify new growth opportunities—from exploring new partnerships to testing innovative tools and technologies—helped us strengthen our acquisition channels and optimize conversion funnels.

What stood out most about Ana was her proactivity and drive for improvement. She consistently monitored campaign performance, iterated quickly, and wasn't afraid to test new approaches. Her work on SEO landing pages and blog posts significantly improved our visibility, while her optimizations of Facebook, Instagram, and Google ads directly contributed to lowering acquisition costs and increasing lead quality.

Beyond her technical skills, Ana is a collaborative and reliable professional. She communicates clearly across teams, takes ownership of her projects, and balances creativity with data-driven decision making.

I am confident that Ana will bring the same level of dedication, innovation, and results-driven mindset to any future role she takes on. She has my highest recommendation.

Sincerely,
Izidor Korpar
Country Manager
Multitude Group