

PROFESSIONAL REFERENCE

Letter of Recommendation

01 September 2026 · Dubai

To whom it may concern,

I am pleased to recommend Darina Rumiantseva, a Digital Marketing Specialist at KRAYT FZCO. In our work together, she has shown the judgment, initiative and ownership needed to manage marketing projects for international clients across Europe, North America and other markets.

Darina sees marketing as a connected discipline. She takes time to understand a business and its audience, then brings strategy, messaging, content, paid acquisition and measurement into a coherent plan. Her work spans campaign planning, social media, search and social advertising, CRM, analytics and performance reporting. She knows how to choose and apply these tools to the task at hand and translate ideas into organised execution.

She is also a strong collaborator and a capable project lead. Darina communicates with clients clearly and attentively, manages expectations with professionalism, and builds productive relationships across cultures and time zones. She works well with colleagues and coordinates project teams and external contractors, including creative specialists, so that work moves forward with consistent quality and clear accountability.

Darina's integrity is one of her defining strengths. She follows through on commitments, addresses challenges directly and remains attentive to the details that matter to clients. Her blend of practical marketing knowledge, creative judgment and genuine client focus would be an asset to an in-house marketing team or to a business seeking a trusted external partner. I recommend her with confidence.

Please contact me should you require any further information.

Sincerely,

Mr. Aleksandr Z.

General Manager | KRAYT FZCO
mail@krayt.biz

Company stamp

