Jack Dodge
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Letter of Recommendation for Sourav Samal

To whom it may concern,

I am writing this letter to commend the work of Sourav Samal during his partnership with Kapwing, a cloud-based video editing SaaS company. As Marketing Strategist at Kapwing, I had the pleasure of managing Sourav over the course of his nearly two-year partnership with our company.

Sourav served as a member of our Templates Partnership, responsible for submitting trending templates to be hosted on our website that allowed creators to get started with creating with ease. Throughout the partnership, more than 1,000,000 creators used templates created by Sourav and our small team of other contractors to start editing in Kapwing. This accomplishment speaks to Sourav's ability to execute tasks effectively and contribute to our company's growth.

One of the key strengths demonstrated by Sourav was his proficiency in utilizing our content editing platform to create photo, gif, and video templates. He exhibited an impressive skill set in navigating and utilizing our platform's features, resulting in the production of high-quality and user-friendly templates. Moreover, I was impressed by Sourav's ability to accurately describe and name the templates he created. He displayed a keen understanding of SEO practices and utilized this knowledge to optimize our templates for search engine visibility. His efforts significantly bolstered our SEO efforts, leading to improved organic traffic for Kapwing.

I thoroughly enjoyed working with Sourav. His commitment to speed, creativity, and knowledge of trending formats made him a great partner on this initiative. I am confident that Sourav will continue to excel and achieve great results in their future endeavors.

Sincerely,

Jack Dodge
Marketing Strategist
Kapwing Inc.