



11/12/2018

Letter of Recommendation for Matthew Angelo Alberto

To Whom It May Concern,

This letter is to confirm that Matthew Angelo Alberto worked for Fluent Forever Inc as its Senior Webmaster and Community Manager, and to recommend him as a valuable member for your organization. Matthew began working for our company in late November of 2017 as an hourly contractor, and by June, he transitioned to a full time team member. His role has been mainly in the fields of website design and development, Facebook group community management, as well as agile project management for the website, and the development of language software products.

One of Matthew's greatest contributions to the company was the development of the Website sprint and backlog boards, using agile SCRUM principles, in order to organize, prioritize and communicate website tasks. His sprint boards were so influential that other departments and team members, including myself, used his sprint boards as a model for our own processes and workflows.

As part of his website management role, Matthew would receive website feedback from customers via tech support tickets, and from other team members with new ideas. Matthew would then write user stories and, through cooperation with other team members, clarify the scope of the website tasks and their acceptance criteria. Matthew then facilitated bi-weekly Website Prioritization Meetings with senior management, including myself as the CEO. In these meetings, Matthew discussed and collaborated with other department heads, in order to prioritize the website backlog in preparation for his bi-weekly website sprints.

During his sprints, Matthew executed the prioritized tasks, and communicated his progress using the website sprint board. He designed landing pages for the main Fluent Forever website in order to improve the user experience and conversion rates. He then developed and published those pages using HTML, CSS, Javascript, PHP, Wordpress and integrating APIs. Matthew also conducted SEO and website data research, using Google Analytics and Google Adwords Keyword Planner, to increase organic Google search results.

Another area that Matthew excelled was the creation and growth of the Fluent Forever private Facebook group community. Matthew developed and executed a strategy to grow the exclusive group of customers from 0 to over 7,500 active members in just a few months. He has been instrumental in conversational marketing, enabling positive community discussions, getting and responding to user feedback, as well as building automated systems to verify member requests.



Matthew also contributed significantly to the product development and creation of Fluent Forever's digital language education products. Matthew collected, organized and prioritized user feedback and bug reports for our 32 Pronunciation Trainer software products in order to develop the latest versions for them, and to prepare their language content for use in our Fluent Forever mobile app. He collaborated with language project managers and then used his programming skills of HTML, CSS and Javascript, as well as his technical writing skills, to improve those products to Version 3.0 and make our documentation more user-friendly.

Overall, through the major projects he contributed above, Matthew exhibits great leadership potential. He can work autonomously and is a self-starter, while also able to collaborate and work with others. He can plan and develop strategies, and has technical and project management skills to execute on them reliably. Matthew has a strong ability to empathize with customers and other team members, and he can communicate very openly on both a professional level and a social, emotional level. Matthew is very mature in receiving feedback, and is flexible to improve himself and his work to adapt to rapidly changing business needs. This was especially the case with Fluent Forever, a fast-paced and growing startup, which required Matthew to work remotely in an international, culturally-diverse team.

I highly recommend Matthew for your organization, and you're welcome to contact me if you have any further questions.

Gabriel Wyner

A handwritten signature in black ink, appearing to read "G Wyner".

CEO, Fluent Forever Inc

Email: gabe@fluent-forever.com

Phone Number: 818 6334223

Gabriel Wyner – CEO, Fluent Forever Inc.
16192 Coastal Hwy. Lewes, DE 19958
Phone: (818) 633-4223 Email: gabe@fluent-forever.com