

## Letter of Recommendation

To whom it may concern,

This is Coleman Lo, the Head of Key Account Department at HINA TECHNOLOGY CO. LIMITED. I am writing to recommend Yue Ouayang for any digital advertising or marketing position. Having worked with her for three years and directly supervised her over the past year, I can attest to her exceptional skills and contributions.

During her time with us, Yue Ouayang has consistently demonstrated expertise in executing digital ad campaigns across various channels and delivering outstanding results for a wide range of clients. For instance, she successfully scaled the Google Ads campaign of a new fashion brand up by 10 times in 6 months with a ROAS of 2.2. Her participation in an e-bike project has helped the client to double the revenue within a year. During the Black Friday of 2022, She led a branding project on The Trade Desk and delivered a CPM 30% less than the industry benchmark. Additionally, her proficiency in understanding marketing ecology and using tools like Google Analytics, Semrush, and Similar Web has been invaluable in optimizing campaign performance and providing insights.

Apart from her technical know-how, Yue Ouayang's leadership qualities also set her apart. She took the lead in the initial experiment of the Google Performance Max campaign, and successfully transferred her experience within the company. Furthermore, as a liaison with clients, she understands their needs and communicates strategies and performance effectively. She actively shares knowledge internally, mentors new members, and readily assists in pitching new clients, showcasing her dedication to the team's success and growth.

In summary, Yue Ouayang is a skilled and dedicated professional who consistently delivers outstanding results. Her rare combination of technical expertise, strategic insight, and leadership qualities make her an invaluable asset to any team. I have no doubt that she will continue to thrive in any role she undertakes.

HINA TECHNOLOGY CO. LIMITED

HK: 17/F Soundwill Plaza II - Midtown, Causeway Bay



Please feel free to contact me by email ([colemanlo@hinadm.com](mailto:colemanlo@hinadm.com)) for any additional information.

Your Sincerely,

A handwritten signature in black ink that reads "Coleman Lo".

**Coleman Lo**

VP of Operations, Key Accounts

HINA TECHNOLOGY CO., LIMITED