



Reference Letter

July 2025

To Whom It May Concern

I am pleased to provide this reference for Ms. **Hana Krejcová**, who is employed at **Monster Worldwide** from June 1, 2011, until today.

Hana began her journey with us as a Web Designer and, through consistent dedication and outstanding performance, was promoted to **Senior Web Designer** in May 2020. Her primary responsibility was the creation of job advertisements based on client layouts, as well as the creation of original designs as part of her creative contributions. Job ads are the core product of our company, Hana played a key role in producing them especially for the markets in Germany, Switzerland and Austria. This work required daily **collaboration** with Customer Service via **Salesforce**, our own ticket-system 'eSend' and **Teams**, as well as with web design teams in Austria and Germany.

Her role required deep technical expertise in **HTML5**, **CSS3**, **JavaScript**, and other modern web technologies, including **accessibility** and **SEO best practices**. Hana consistently demonstrated an exceptional talent for visual design. In addition to job ads, she designed banners, flyers, landing pages (primarily on **WordPress**), and various merchandise articles for Monster. She worked proficiently with **Adobe Photoshop**, **InDesign**, **Illustrator**, and **Dreamweaver**, using each tool at a professional level. In recent years, she also utilized **Figma** to create layouts, contributing to the design of Monster's digital products.

In the last two years, Hana also explored the use of **AI technologies in graphic design**, incorporating tools such as Adobe Photoshop, Midjourney, DALL-E into her workflows to further enhance productivity and creativity. She also used **ChatGPT** and **Copilot** to support **copywriting** tasks for 'Starter Career Sites', for clients in the U.S., contributing engaging content and images (via **Midjourney**) as part of the overall web design process.

Hana is an excellent **team player**, both in our Prague office and, from 2020 onward, in a remote setup. **English** was the primary language of communication within the company, and she used it fluently.

Hana consistently achieved above-average **customer satisfaction** scores, as measured in regular surveys. She also maintained an impressive **turnaround time**.

As a colleague, Hana is reliable, engaged, and highly creative. She actively contributed ideas for process improvements, training initiatives, and enhancements to our core product, the job ad. Throughout the years, she took an active and constructive role in team meetings, offering valuable input and solutions.

Hana continues to be a valued member of our team, and her contributions remain highly appreciated. I can confidently recommend Hana Krejcová for any opportunity that requires technical expertise, creative design skills, and a strong collaborative spirit.

Please feel free to contact me for any further information.

Sincerely, Fabian Dierig - Director, Client Services - fabian.dierig@monster.at