



To whom it may concern;

I am writing to wholeheartedly recommend Cristobal Varela for any position requiring expertise in Search Engine Optimization (SEO). As Product Manager at Apply Digital, I had the pleasure of working with Cristobal over the last 10 months, during which he managed the SEO for all our client websites.

Cristobal is an exceptional professional who brings a wealth of knowledge and experience to the table. His understanding of SEO is comprehensive and up-to-date, making him a Subject Matter Expert (SME) in his field. He has a knack for identifying and implementing effective strategies that significantly improve website rankings, increase organic traffic, and enhance overall online visibility.

One of the qualities that sets Cristobal apart is his exceptional organizational skills. He meticulously plans and executes SEO strategies, ensuring that every detail is taken into account. His ability to manage multiple projects simultaneously while maintaining high standards of work is truly impressive.

In addition to his technical skills, Cristobal is a model of patience and diligence. He consistently demonstrates a willingness to go the extra mile to ensure that our clients' needs are met. His ability to communicate complex SEO concepts in a clear and understandable manner has been invaluable in our collaborations with our client.

In conclusion, Cristobal's contributions to our team have been significant and lasting. His expertise in SEO, combined with his exceptional organizational skills and unwavering dedication, make him an asset to any team. I am confident that he will bring the same level of excellence and professionalism to any organization fortunate enough to have him.

Please feel free to contact me if you require any further information.

Sincerely,

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