



FrieslandCampina nl
EBUSINESS



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prepare tomorrow!

To whom it may concern,

Sophia has been with FrieslandCampina in the eCommerce team for 5 months and has been of great value. She was responsible for the online content management of the brick & click accounts and managed to own this role within the first months. Sophia is organized, independent and eager to learn.

Besides content management, Sophia has had a valuable contribution to launching a new range of product images. She has performed multiple tests to ensure the images encourage the optimal customer experience. Sophia has eye for detail and has been able to connect with the right people to bring the development to a successful launch.

Also, Sophia monitored the online tracking tool; Sitelucant. As for most tools, input is key to gain useful output. Sophia has been in the lead to update the input and gather insights from the output. For example, she updated the search term lists allowing her to extract reliable visibility share for all FrieslandCampina brands in the Dutch market. On a weekly basis she shares the development so the team can track visibility share of the brands over time. This is a valuable insight that we will continue to use also after Sophia departure.

Parallely Sophia organized a brands day for the largest pure player in the market; Picnic. She was responsible for the location, furnishing and samples, ensuring a fully catered day with this important customer.

Finally, apart from all output driven efforts, Sophia has a positive personality and great working ethic. She is honest, modest and open. Sophia would be a great asset to any team she may join in the future.

Kind regards,

Anne van Breen

Manager eCommerce FrieslandCampina