

January 20th, 2023

To whom it may concern,

Please allow me the opportunity to submit a glowing recommendation for Louise JIANG. Louise and I worked together at OPPO Company (the fourth smartphone brand in the world), where I was her direct supervisor as Marketing & Communication Director from 2021 to 2023.

During our time together, Louise was the design team manager who was responsible for all the design activities (such as retail display design and production, product launch key visual, marketing campaign video and banner, etc), the budget & design team management for OPPO France. She received the mission to create the Design team as a One Team Force able to serve every department in the due timing with the relevant expertise. She did well, gathering talents internally and establishing the process for a seamless execution and respect of deadlines.

Beyond her project & management skills, she displayed great creative talents in retail, digital, marketing, trade during those years. I would say that she is a polyvalent person who has all the abilities combined with design and commercial strategy to achieve our business goals in terms of design, bringing added value and better positioning our premium brand.

I had the chance to get to know Louise better throughout our working relationship. I believe that she brings a wonderful determination to a lot of things and will be an asset to your group.

If you need more information or specific examples, please do not hesitate to contact me.

I truly recommend Lu and wish her the best career she deserves.

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