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To Whom It May Concern:

I am delighted to recommend Allison Chandler as a content strategist, writer, and editor. As the former chief marketing officer at Citrin Cooperman, a leading provider of professional services to middle-market companies and private clients, I had the privilege of working directly with Ali since 2020. Ali started with Citrin Cooperman as a temp to cover proposal writing duties. Within a matter of days, she had our processes down, understood our firm and our services, and had already jumped right in and started developing relationships with the team and our partners.

Ali was certainly a force on the team, as it is not common for a temp to walk in and acclimate to a firm and its culture as quickly, completely, and seamlessly as she did. Not only did she do an outstanding job on proposals, she came with a positive, energetic and infectious attitude that made me see we could not let her go. Upon hiring Ali full time, I asked her to expand her skill set with us to help with key business writing endeavors - requiring a different skill set than proposal writing. Ali accomplished this with ease, researching and communicating key business issues, working with several partners, knowing what questions to ask, and translating everything into a cohesive brand voice. Ali grew into a critical and integral part of the communications team, and I believe there are no limits to where her skills can take her in future roles.

What sets Ali apart is her strategic mindset and adaptability. Ali's expertise in crafting SEO-optimized content for comprehensive services across industries drove measurable results for our marketing initiatives. She excels at transforming complex topics into engaging, high-performing assets. Her writing skill and ability to take ideas and research to create true, original content is just part of her DNA. She spearheaded our SEO initiatives and industry thought leadership, integrating Semrush and HubSpot insights to achieve an uplift in organic traffic and engaged sessions. Her meticulous approach to meta tags, header structures, and audience-tailored copy ensured compliance with brand voice while appealing to the firm's unique audiences. Beyond writing, Ali collaborated seamlessly with our teams to audit and refine legacy content, develop impactful strategies for thought leadership creation and distribution, and established herself as a trusted authority in B2B content strategy.

I wholeheartedly endorse Ali Chandler without reservation. She will elevate your content program and deliver impact from day one. Please contact me at laurafkucera@gmail.com to discuss her qualifications further.

Sincerely,

Laura Kucera