JANEIRO

HOTEL

Reference for Verônica Pimentel   May, 2024

To whom it may concern:

I am writing to recommend Verônica Pimentel for a role with your organisation. I have known Verônica professionally and personally for over 5 years. She reported directly to me as Head of Brand & Marketing at JANEIRO Hotel during 4.5 years, a period in which we received 3 awards with international visibility.

Verônica's qualifications are numerous. First, her strong interpersonal communication skills paired with an effortless ability to multi-task will prove to be valuable in any company environment.

We typically assigned multiple tasks to Verônica, ranging from small to large, that obliged her to quickly prioritise her work relative to our organisational objectives. She acted as JANEIRO brand guardian, ensuring that customers had consistent online and offline experiences. Leading an in-house team and managing service providers, overseeing branding, digital strategy and communication, public relations, brands partnership and curating the offline projects connected to sustainability, culture and gastronomy, the three most important pillars of our brand.

Her success is attributable to the entrepreneurial attitude she brings to these day-to-day challenges. She absorbs small tasks with the same attention to detail and ownership that one expects to see only at the founder level, while she easily transitions to more complex assignments by way of efficiently delegating work to drive the process to completion. Most importantly though is her innate ability to discern great from good, an intangible asset in the hospitality and service industries. She always maintained a quality control that allowed senior management to confidently rely on her workflow with little oversight making her addition to our team.

In short, Veronica will add value to your organisation in whatever role she is given the opportunity to assume. I remain available to discuss her candidacy should any questions arise.

Respectfully,

Oskar Metsavaht
Founder

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