

**Tasty Point.FoodTech**

**Ekaterinburg, 620014, Malysheva 31d**

**16.11.2023**

**Letter of recommendation for**

Alex Tursumbayev  
Kaiserslautern, Nordbahnstraße-87, 67657  
de015772115486@gmail.com  
+4915772115486

Dear ladies and gentlemen,

I am writing to provide a comprehensive and enthusiastic recommendation for Alex Tursumbayev, who served as a Product Manager at Tasty Point from 2020 to 2022. During his tenure, Alex exhibited exceptional skills, dedication, and creativity in driving the success of Tasty Point's initiatives.

As the Product Manager, Alex demonstrated a keen understanding of marketing dynamics and a remarkable ability to strategically position the brand. He played a pivotal role in designing effective marketing campaign setups, carefully selecting technologies for both offline and online promotion. His efforts resulted in a 40% increase in customer engagement and a 15% rise in sales through a successful social media-driven campaign.

One of Alex's key contributions was in the geographical distribution of Tasty Point's products. He meticulously planned the placement of one offline point designed as a cafe and three additional locations operating on dark kitchen technology. His strategic thinking extended to the selection of locations for dark kitchen setups, showcasing his expertise in optimizing product distribution channels.

In terms of financial management, Alex took charge of the ad campaign budget, setting the Cost per User (CPU), and managing workload efficiently. His collaboration with the marketing department to execute key performance indicators (KPIs) demonstrated a data-driven approach to decision-making, resulting in the successful achievement of campaign goals.

Alex's responsibilities extended beyond marketing to product design and concept development. He played a crucial role in designing the menu, conceptualizing the

mobile kitchen setup for quick relocation in case of a wrong location, and crafting the identity and design of the offline location. His multi-faceted contributions showcased his ability to think holistically about the brand and its market presence.

Furthermore, Alex's efforts extended to marketing Tasty Point's products on various marketplaces, showcasing his versatility in navigating diverse platforms.

In conclusion, I wholeheartedly recommend Alex Tursumbayev for his outstanding contributions to Tasty Point. His strategic mindset, creative approach, and dedication to achieving results make him an asset to any organization. Should you require any further information, please do not hesitate to contact me.

Sincerely, Rustambek Serikbaev, Director at Tasty Point

Ekaterinburg, Russia, 620014, Malysheva 31d

[tastypointekb@gmail.com](mailto:tastypointekb@gmail.com)

+7 982 736 39 01



A handwritten signature in blue ink, consisting of several fluid, overlapping strokes.

Rustambek Serikbaev