



AL REEMA ROAD CONTRACTING L.L.C

To Whom It May Concern,

I am writing to strongly recommend Ms. Rawan Hijazi, who has been working with us at Al Reema Road Contracting L.L.C. as our Branding & Digital Presence Specialist.

Rawan joined our company when she was just 17 years old, still in the process of learning, but her passion, creativity, and determination were immediately evident. From day one, it was clear that she possessed the talent, curiosity, and drive to excel in the fast-evolving world of branding and digital marketing, qualities that made us confident in investing in her growth. Today, we are incredibly proud of how far she has come and the impact she has made on our company.

Rawan played a vital role in building Al Reema's digital presence from the ground up. She successfully launched and designed the company's official website, including domain registration and the setup of a professional Gmail business system for all employees, significantly enhancing our online visibility, communication efficiency, and brand credibility. She personally designed, hosted, and managed the website, ensuring a user-friendly interface and a cohesive brand identity across all digital platforms. Additionally, she established and optimized our Google Maps business presence, improving discoverability and customer trust.

As a Branding & Digital Presence Specialist, Rawan went beyond traditional design responsibilities. She strengthened our corporate identity by redesigning the company logo, creating professional business cards, and designing promotional posters that aligned with industry standards. She also ensured consistency and professionalism across all corporate and official documentation, maintaining a clear and unified brand image throughout the organization.

In addition to her technical and creative strengths, Rawan has demonstrated excellent public speaking, presenting, and pitching skills. She confidently presented branding concepts, digital strategies, and design proposals to management, clearly explaining her ideas and the reasoning behind them. On several occasions, she delivered structured presentations outlining digital growth plans and e-commerce strategies, showcasing strong communication skills, confidence, and professionalism well beyond her age. Her ability to articulate ideas, engage her audience, and respond thoughtfully to feedback makes her particularly well-suited for roles that involve presentations, pitching, and collaborative discussions.

More recently, as Al Reema expanded into trading and e-commerce, including selling products on platforms such as Noon and Amazon, Rawan took full responsibility for setting up our online stores, managing digital operations, and designing product posters and visuals to ensure every product was professionally represented and market-ready. Her work has been instrumental in positioning our brand and products competitively in the online marketplace.

Rawan is proactive, reliable, detail-oriented, and highly capable of managing responsibilities independently. Her combination of creativity, technical skill, communication ability, and business awareness makes her an invaluable asset to any organization.

It is without hesitation that I highly recommend Ms. Rawan Hijazi. She has not only contributed immensely to our company's branding and digital presence but has also become a source of pride for Al Reema Road Contracting L.L.C. Please feel free to contact me should you require any further information.

Sincerely,

Majdi Al Sayed Ahmed | Administrative Manager
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