



July 28, 2023

To Whom it May Concern,

Anastasia Petrova,

Anastasia interned for Moral Injury Support Network for Servicewomen, Inc. (MISNS) between May 2nd and August 2nd, 2023. During that time, she completely transformed our website. Using sound principles and techniques of customer-centric marketing strategies, Google analytics and Ahrefs configurations, search engine optimization, image placement, and web design, Anastasia greatly increased the professionalism and effectiveness of the MISNS website (<https://misns.org>). Throughout her internship, she dedicated herself to crafting a marketing approach that placed customers at the core of all initiatives. She took charge of redesigning the website with a strong focus on addressing user needs and preferences. Her goal was to streamline usability and optimize information retrieval speed, aiming to provide every client with a seamless and delightful interaction with the brand.

During the project, she communicated with us clearly and often so that we could understand everything that she was doing and get our feedback on her work. Anastasia quickly responded to all change requests. Finally, she left continuity and help files in the form of documents and videos so that we could continue to maintain the website.

Anastasia was the most capable intern and web designer we have had over the last three years. Her skills, communication style, and dedication to our organization were unparalleled. She would be a great asset to any firm. Please contact me if you need any further information about Anastasia.

Sincerely,

Daniel L. Roberts

Daniel L. Roberts,
President and CEO
910-690-5964
droboterts@chaplainconsultants.com
<https://misns.org>