

October 27, 2023

To Whom It May Concern:

I write this letter in recommendation for Armando Flores.

Armando worked for in our Salesforce and marketing department at TransAct Technologies while I was CEO. He was the only Salesforce Administrator and Director of Marketing who worked in most areas of our company's marketing department. He was excellent.

As a Salesforce Administrator and Director of Marketing, Armando contributed to marketing communications by writing press releases for targeted media, helping to set up and manage many trade shows, and worked on product message and marketing materials to attract customers.

He also worked with social media, setting up and monitoring our accounts with Twitter, Facebook, and various other social media sites. In this capacity, Armando was our social media presence online. He coordinated with other employees in the company to meet customer needs.

I enjoyed working with Armando. He was eager to learn new areas of marketing and did an excellent job of expanding our marketing efforts to social media. He also managed our salesforce implementation and activities. He also created executive level reports and dashboards for me and my team. Armando managed all aspects of our Salesforce platform.

A team player, Armando worked well with his colleagues in marketing. He managed his time divided across many responsibilities; he balanced competing needs with professionalism.

Armando was known to return from trade shows with information on hundreds of potential customers for the sales department to contact for follow-up.

I recommend Armando for any position that will draw upon his skills and his proven record of contribution to marketing. He was a remarkable colleague and contributor.

Best Regards,
Bart Shuldman
bcsorc@gmail.com
203.247.5037