

To Whom It May Concern,

I am writing to highly recommend Disha Mandaliya, who has been as a working student for technology and innovation marketing at Siemens Autonomous Factory from October 1, 2023, to April 1, 2025. During her tenure, Disha has demonstrated great organizational skills, a proactive work ethic, and a remarkable ability to create engaging marketing content.

Disha has been responsible for producing short-form marketing content like LinkedIn posts and detailed pieces such as technology and innovation blogs. Her storytelling skills enable her to simplify complex AI innovations for diverse audiences while maintaining depth and clarity. Beyond writing, she has also contributed to video scripting, editing, and graphic design, ensuring visually compelling and engaging content. She has proactively coordinated with stakeholders across marketing and project teams, ensuring aligned and impactful communication strategies.

A key contribution was her role in the communication efforts for an international sales campaign, where clear and continuous messaging helped drive engagement. Additionally, she developed communication strategies for various technology projects, including textile manufacturing, robotics, factory logistics, and Industrial Copilot, showcasing her adaptability.

She played a crucial role in our innovation project on automation in the textile industry, with circularity in mind. She was responsible for the marketing strategy and content, effectively communicating the project objectives. Her involvement extended to research, including legal considerations, to support the project's success.

Disha Mandaliya is a highly capable and motivated individual who has made significant contributions to our department. Her proactive approach, great organizational skills, and ability to create high-quality marketing content make her an asset to any team. I have no doubt that she will continue to excel in her future endeavors and strongly recommend her for any opportunity she pursues.

Please feel free to contact me if you require any further information.

Sincerely,

Edward Cornelius Krubasik
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The Siemens logo, consisting of the word "SIEMENS" in a bold, teal-colored, sans-serif font.