

## LETTER OF RECOMMENDATION

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To whom it may concern,

I am writing this letter to highly recommend **Ms. Khaoula Fikri**, with whom I had the pleasure of working at **TRT Digital**, where I served as her direct manager.

During her time as a Junior Digital Marketer, Khaoula consistently demonstrated a high level of professionalism, discipline, and reliability. She has an excellent ability to follow instructions precisely while also showing strong autonomy in executing tasks efficiently and on time.

Khaoula showed outstanding skills in **SEO and PPC**, with a clear understanding of strategy, execution, and optimization. She was able to handle keyword research, on-page SEO tasks, campaign structuring, performance analysis, and optimization with great accuracy and responsibility. Her analytical mindset allowed her to quickly identify issues and propose effective solutions.

In addition to her technical skills, Khaoula impressed me with her **content writing abilities**. Her writing was clear, structured, SEO-friendly, and well adapted to different objectives. She also demonstrated strong **problem-solving skills**, often handling challenges calmly and efficiently without constant supervision.

What truly sets Khaoula apart is her work ethic and attitude. She is highly organized, eager to learn, proactive, and trustworthy. She integrates quickly into a team environment and contributes positively to both productivity and morale.

I am confident that Khaoula Fikri will be a valuable asset to any organization looking for a skilled, reliable, and motivated digital marketer. I recommend her without hesitation.

Should you require any additional information, please feel free to contact me.



### **Ismail Touil**

Digital Marketing Manager  
Former Manager at TRT Digital

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## Letter of Recommendation

**TRT Digital SARL AU**

Web Agency specializing in **SEO, SEA, and SEM, Casablanca, Morocco**

**Date: 06/01/2026**

I am writing to highly recommend **Ms. Khaoula Fikri**, who completed her internship at TRT Digital from **January 20 to July 14, 2025**. During this period, she worked as an SEO and Content Marketing Intern under the supervision of Mr. Naim Benjelloun.

Throughout her internship, Ms. Khaoula Fikri demonstrated a strong sense of professionalism, responsibility, and dedication to her work. Her main areas of responsibility included search engine optimization (SEO), keyword research, content optimization, and website performance improvement in alignment with established SEO best practices. She contributed effectively to improving website visibility and supporting overall digital marketing objectives.

Ms. Fikri consistently displayed excellent analytical skills, attention to detail, and a structured approach to her tasks. She was quick to understand new concepts, receptive to feedback, and capable of applying theoretical knowledge in a practical work environment. Her ability to work independently, as well as collaboratively within a team, makes her a reliable and highly valued intern.

Based on her performance, work ethic, and motivation, I am confident that Ms. Fikri is well suited for an Ausbildung program, which combines professional training with academic study. She possesses the discipline, adaptability, and commitment required to succeed in such a program and to contribute positively to a training organization.

I recommend Ms. Khaoula Fikri without reservation and believe she will be an asset to any institution or company that accepts her into an Ausbildung program.

Please feel free to contact us should further information be required.

**Sincerely,**

**Naim Benjelloun**  
Director

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