



11 November 2013

TO WHOM IT MAY CONCERN

**REFERENCE FOR JACQUELINE FREER:**

I was employed as GM & Client Services Director at Purple Cow Communications from 1 November 2005 to 31 March 2013. I was involved in hiring Jacqueline Freer in the role of Social Media Strategist & ORM Manager in October 2012, and she was employed at Purple Cow Communications until March 2013.

She was responsible for The Foschini Group Key ORM Account that consisted of 21 brands including: Fashion Express, American Swiss, Charles & Keith, Donna Claire, Totalsports, Due South, Markham, Foschini, @Home, Fabiani and Sterns. Jacky ran PPC campaigns for Hills Pet, she created Social content for Bellingham and Douglas Green, Conceptualised and managed a Social Media & PPC campaign for Kiss Party Shooter. Social Media accounts that were managed by Jacqueline included: Footgear, Oxbridge Academy and Eden Island in the Seychelles. Jacky was required in the HOD role to submit production reports, monthly, weekend and by campaign reports.

Jacqueline is extremely passionate about her role in Social Media and I feel Jacky has a future in the Agency World, in Marketing & PR. She's passionate and positive, dedicated and talented, she was friendly, hard working and results driven. I wish her all the best in her future endeavours

Shireen Solomon

Ex-GM Purple Cow Communications  
Cell: 084 436 4905



donna-claire

Fabiani.

**Markham**

**TOTALSPORTS**

AMERICAN SWISS

STERNS  
— THE JEWELLER —

DUESOUTH  
BE AN OUTSIDER

@home  
THE HOMEWARE STORE



Bellingham.  
FOUNDED 1893

DOUGLAS GREEN  
FOUNDED 1942

altrisk

KISS  
THE PARTY SHOOTER

07 November 2013

To: Whom it may concern

Jacqueline Freer and Inrichmint Media Studios worked with Voice Factory providing the following services:

Online PR  
Social Media  
Blogging Campaigns  
Digital Promotion  
Competition Management

The above was provided for the following events and entertainment brands:

Rocking The Daisies  
Cape Town World Music Festival

Jacky started working with us in the online PR & promotion sphere in 2011 publishing press releases in the online space and in print. Jacky conceptualised and ran media and digital PR campaigns for our clients and readership has led into the tens of thousands and she and her team have attended events and have written a number of reviews that were published with the following publications:

CPT Street Mag  
Mr Spencer  
inPress Magazine  
Playboy (Image Only)

Please feel free to contact me directly should you require additional information.



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**nona** creative digital boutique ○○○○

To whom it may Concern

Nona Creative (SA) worked with Jacqueline Freer and Inrichmint Media Studios on a freelance basis in 2012. Jacky was hired to write, publish and manage SEO content for our client Moving Tactics. Copy & content included articles focused on Moving Tactics 10th Birthday, case studies and their relationship with clients including: Midas Hardware, Edgars and Food Lovers Market. Copy was created for the purpose of publishing on the Moving Tactics blog, this was managed by Jacky on WordPress. Jacky met her deadlines and provided us with professional service. We at Nona Creative are happy to recommend her, wish her all the best in her future endeavours and her career.

Please contact me directly and I will gladly provide you with additional details and information you may need.

Email: [andrew@nonacreative.com](mailto:andrew@nonacreative.com)

Phone: +27 21 461 84 07

Regards and thanks,

Andrew Wood  
Partner  
Nona Creative



**FOOD LOVER'S MARKET**



11 November 2013

### LETTER OF REFERENCE

To whom it may concern,

Jacqueline Freer (Inrichmint) was hired on a freelance basis by Evoluu (UK/SA) in 2011 to handle a content management project for a UK-based client, Clinithink. In 2012, Jacky was contracted to conduct a 3 day training workshop with our Social Media Community Manager focusing on Social Media, SEO basics and online marketing. She tailored the workshop material to suit our specific requirements and was a great facilitator. The workshop has proven to be highly effective, resulting in the delivery numerous successful social media campaigns demonstrating growth, positive ROI statistics, and achieving client objectives.

Throughout my dealings with Jacky I found her to be friendly, enthusiastic and flexible. She has an exceptional understanding of the digital and publishing space that she readily shares for the benefit of her clients and associates. She added enormous benefit to projects and streams for our business and I would recommend her for any position she is considered for and wish her every success in her career.

Feel free to contact me for any additional information.

Kind regards,



Taryn Springhall

E. [taryn@evoluu.com](mailto:taryn@evoluu.com)

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To Whom it May Concern,

Supported by her management team, Jacqueline Freer did a 3 month internship with World Wide Creative in 2011 while working at Green College Online on their Global Carbon Exchange project.

During that time Jacky was coached and taught in the following areas:  
Search Engine Optimisation (inc. Keyword Generation - SEO & Back Linking)  
Community Management  
Target Market Analysis  
Market & Competitor Analysis  
Brand Positioning  
Google Adwords  
Social Media (inc. Blogging & Publishing Skills).

She also had the opportunity to attend our Heavy Chef Digital Marketing consultation workshops with Woolworths Financial Services. Here she had the opportunity to give input and learn presentation skills alongside, key digital skills that are inline with best international practice.

Yours Sincereley,