



## **Darron Hindman**

Agricultural Consulting

To Whom It May Concern,

As a director of Kintsugi Group PTY, I worked alongside Jacqueline Freer on various agricultural projects. Her skill set in project directorship, business and financial planning, marketing and PR strategy, research, brand position, training, and human resources is exceptional.

Jacqueline is a noteworthy leader who has a unique ability to motivate and guide her team towards achieving project goals. She values work ethic and professionalism while also promoting teamwork and driving excellence by focusing on individual strengths. Jacqueline's ability to effectively communicate with both clients and team members ensures that all stakeholders are well-informed and have a clear understanding of project objectives.

Throughout our projects, Jacqueline demonstrated her business skills and strategic thinking, consistently delivering results that exceeded expectations. Her dedication and commitment to achieving success are evident in her work, and I have no doubt that she will bring the same level of excellence to any future endeavors.

In summary, I strongly recommend Jacqueline Freer for any project or role that requires business acumen, leadership, and strategic thinking. She is an asset to any team and an exceptional individual to work with.

Sincerely,

Darron Hindman  
Agricultural Specialist & Consultant

Date: 30 March 2023



To Whom It May Concern,

This letter serves as a reference for Jacqueline Freer, a remote marketing freelancer and the director of Kintsugi Group. We have worked closely with Jacqueline over several years, during which time she has played an instrumental role in bolstering our marketing efforts and promoting brand awareness.

Jacqueline is a consummate professional who brings a wealth of knowledge and experience to the table. Her public relations skills exceed expectations making it clear that she has set herself well above the average. She has consistently delivered brilliant results with regard to media coverage in print and online publications, both mainstream and in the bespoke arena. She has a love for crafting press releases that have impact and that resonate with the target audience.

One of the things that we admire most about Jacqueline is her attention to detail and her ability to conduct extensive research and forecasting to ensure that her marketing and content plans are highly comprehensive and tailored to the specific needs of the organisation. Her foresight and understanding of business and brands make her a force to be reckoned with.

Perhaps most importantly, Jacqueline is an excellent communicator and collaborator who works closely with her clients to ensure that their needs are met and that they are satisfied with the results. She is always willing to go above and beyond to ensure that her work exceeds expectations.

Overall, we cannot recommend Jacqueline highly enough. She is an exceptional marketer, public relations professional, and copywriter who delivers quality work with exceptional accuracy. If you are looking for superior marketing, effective public relations, streamlined content, and professional copywriting that speaks directly to your target market, then Jacqueline is the perfect choice.



Paul van Zyl  
Director, Sigma Digital  
30 March 2023



To Whom It May Concern,

I am writing to provide a professional reference for Jacqueline Freer, who I worked with in her capacity as director of Kintsugi Group. Jacqueline was the lead independent consultant on a project to develop a comprehensive business plan for South African agricultural operations in line with GMP compliance standards, in partnership with European stakeholders and investors.

Jacqueline's expertise in business strategy, financial planning, import/export mapping, human resources, feasibility study, budgeting, PR planning, market research, and project management was invaluable to the project.

Throughout the project, Jacqueline's demonstrated her exceptional communication skills, both in written and oral form. She was able to clearly articulate complex concepts and ideas to stakeholders at all levels of the organisation, ensuring that everyone was on the same page and working towards the same goals.

Jacqueline's attention to detail and organisational skills were also noteworthy. She was able to manage multiple aspects of the project simultaneously while maintaining a high level of quality and meeting all deadlines.

In summary, I highly recommend Jacqueline Freer for any project or role that requires a professional with strong business acumen, strategic thinking, and exceptional communication and organisational skills.

Regards,



Ludmila Ivaskova

CEO, KONEXUS CONSULTING (Pty) Ltd



Konexus Consulting

Tel: +27 616 321 699

Email: hello@konexus.consulting

Web: www.konexus.consulting

South Africa. 29 March, 2023

To Whom It May Concern:

***Jacqueline Freer – Business Reference***

It gives me great pleasure to inform anyone looking for a highly driven business thinker, with an eye on the micro and macro needs of a business, that Jacqueline Freer should be someone to be considered.

I was first introduced to Jacqueline around 2019 while investigating several business ventures for investment purposes. By 2020 I had witnessed just what Jacqueline could achieve in a short period of time. What I thought was a significant investment opportunity involving several years of work was, in fact, a great investment opportunity that had been shaped and defined by her business acumen within a short period of time. Her feel for the micro needs of a business was clear to see once I interrogated the project further. It left me with no doubt that the macro view on display was built on solid foundations of deep data forged by an excellent team working closely with Jacqueline. She had managed to tease the threads of a complex new business through impossible regulations to present a workable and investable business that was clear enough for me to understand and raise funds for.

Her feel for what clients need and want are well balanced with her ability to spell out reality in such a way you can only agree to push forward with gusto. She will prove to be a vital member of any team she works with and will bring more value than one honestly could expect. Don't expect to like all she tells you, and don't expect to always feel comfortable with her arguments, but do expect to always move forward in a way that makes sense for your business.

Yours faithfully



Stephen W Burrow

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7 Montrose Avenue, Craighall Park, 2196 | Suite 218, Private Bag x11, Craighall, 2024  
Tel + 27 11 501 2000 | Fax +27 11 501 2799 | [www.financialalliance.co.za](http://www.financialalliance.co.za)

Directors: Stephen W Burrow, Ngoni Gwatidzo BSc (Hons) MBA,  
Dr Elizabeth Lear BSc (Hons) MPA MBA DBL



To whom it may concern,

**Re: Reference for Jacqueline Freer**

Whilst we were in startup phase in 2021, we consulted with Jacky regarding our marketing needs. We were overwhelmed and didn't know where to begin.

She provided us with invaluable guidance and support. She was thorough and transparent throughout the entire process, always keeping our budget in mind.

Jacky's expertise helped us avoid costly mistakes and wasted resources. Thanks to her, we were able to develop a solid marketing plan that helped us grow our business.

All the best,



**Mel Caris**  
Co-founder

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

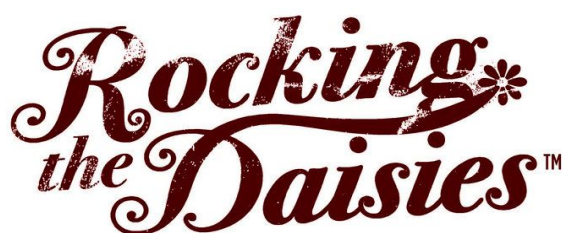
The above was provided for the following events and entertainment brands:

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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Kate Ackerman  
COMMUNICATIONS

PHONE 082 458 7178  
WEB [voicefactory.co.za](http://voicefactory.co.za)  
TWITTER @voicefactorySA  
@katieabout  
SKYPE kate-ackerman

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)

T. 021 462 7414

M. 083 800 1565





**nona** creative digital boutique OOOO

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

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



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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,





Jacqueline offers a professional, detailed and thorough service. We have been very happy with the results she has achieved. She is a pleasure to work with.

*Piero and Lucia Viglietti, Viglietti Industries*