



SCRiVENDA
EDITORE

Subject: Reference Letter for Stella Marrali, Digital Marketer & Copywriter

Dear HR Manager,

My name is Alberto Borzì, and I work as Head of Copy at Scrivenda Editore - Metodo Merenda, the leading marketing and sales training company for entrepreneurs in the Italian-speaking market.

At Metodo Merenda, we equip hundreds of professionals and business owners with cutting-edge strategies to enhance their sales and maximize the impact of their projects. It is within this dynamic and highly competitive environment, that Miss Stella Marrali has honed her skills, consistently demonstrating professionalism, dedication, emotional intelligence and a strong commitment to growth.

Over the past 15 months as a Copywriter and Marketing Specialist in our team (SCRiVENDA), working under my supervision, Stella has distinguished herself with her exceptional ability to learn quickly and apply marketing and sales strategies effectively through her project planning, creative ideas, problem solving, customer management and copywriting.

Her expertise spans a wide range of projects, including promotional email campaigns, advertisement copy for Google, Facebook and Instagram, as well as blog articles, magazine features, book content, website copy, warranty certificates, sales-driven landing pages, offer brochures, LinkedIn ads, WhatsApp marketing messages and both online and offline campaigns ideas.

Metodo Merenda upholds some of the highest industry standards in training and execution, working with entrepreneurs and freelance businesses across multiple fields. This experience has allowed Stella to develop a refined and highly effective approach to copywriting and marketing.

Throughout her time on our team, she has made remarkable progress in both the speed and effectiveness of her project management and writing, applying advanced marketing techniques that drive lead generation and tangible conversions.

What truly sets Stella apart, however, is her strategic mindset. She has developed a deep understanding of the entire sales and marketing funnel, far beyond the writing process itself. This enables her to contribute meaningfully to high-level marketing strategies and campaign planning that lead businesses to brand positioning and economic growth.

Today, Stella is fully capable of managing end-to-end marketing and copywriting projects independently. When working on complex or high-impact campaigns, she provides insightful strategic oversight, ensuring both precision and effectiveness in both business to client or business to business marketing.

In team settings, she stands out for her creativity, initiative and attention to details, whether in choosing the right messaging strategies, designing conversion funnels or managing workflows and deadlines.

She has led her colleagues with both confidence and empathy, demonstrating natural leadership in project execution from concept to completion.

Additionally, she has successfully handled solo projects, in full smart working, consistently delivering outstanding results that met or exceeded conversion targets. Her work has contributed to increased sales and high client satisfaction, reinforcing her reputation as a skilled and reliable professional.

One of Stella's greatest strengths is her ability to integrate seamlessly into any team, bringing fresh ideas, enthusiasm and a collaborative spirit. Her respectful, honest and professional demeanor has allowed her to build strong relationships across all levels, whether with senior experts or junior team members.

She is highly organized, consistently meets deadlines and proactively anticipates challenges, offering smart, creative solutions in a fast-paced, results-driven environment like Metodo Merenda.

Another standout quality is her openness to feedback. Stella embraces constructive criticism with a growth mindset, always seeking to refine both her technical and interpersonal skills.

Her drive for continuous learning and her curiosity beyond the core field of marketing and copywriting make her a constantly evolving professional with immense potential for growth.

For these reasons, I highly recommend Stella Marrali to any company or agency looking for a talented copywriter, project manager and marketing strategist, with a strong foundation and a modern, results-oriented approach.

Her training, skills and experience gained both in-office and remotely during her time at Metodo Merenda, represent a significant asset to any company, whether as an employee or a freelance professional.

Should you require any further details, please feel free to contact me at +39 347 7506701 or via email at borzi.alberto@gmail.com.

Thank you for your time and consideration.

Best regards,

Padua, February 12, 2025

Alberto Borzi

Direct Response Copywriter and Digital Marketer
Manager at Scrivenda Editore – [Metodo Merenda](#)

