



GetYourGuide
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To Whom It May Concern,

Julia Cames was employed at GetYourGuide from November 2016 to March 2020. She first joined the brand team as the Brand Copy Lead in September 2017. She was responsible for leading and growing a team of multi-disciplinary marketing copywriters, ensuring their copy was objective driven, on brand, with clear scaling principles in mind. She quickly proved herself to be both a strong and creative copy lead but equally a smart, dedicated and effective member of the team. It was without hesitation that we promoted her to Brand Operations Lead in June 2018 (whilst maintaining the Copy Lead role in an interim capacity). In this role, she was responsible for setting up the brand operations from scratch, including hiring and team set-up & process creation, which she did with a high degree of professionalism and aplomb.

Julia is extremely organised, ambitious and output driven, able to work independently to deadline. As Brand Operations Lead, she was responsible for resource planning and workload distribution across the Creative team. She was able to scope briefs with stakeholders, understand requirements and allocate resources to ensure delivery to deadline and objective. As such, she took responsibility for drafting the team OKRs each quarter. She has a strong understanding of the principles of scaling in a growth environment and consistently challenged stakeholders to provide clarity whilst ensuring creative teams deliver. She set up the tooling, processes and reporting for load balancing in the Studio and continuously optimised them as the team grew.


She did this whilst still managing the copy team in an interim capacity. She led her copy team to produce objective driven assets across a range of marketing channels from Social, to SEO, Brand campaigns to CRM. She has a clear understanding for the requirements of the different marketing channels and has the ability to edit her teams' work effectively. With a good working knowledge of growth company metrics, she also worked closely with the marketing teams to actively test and improve our copy over time.

Perhaps one of her most successful projects was the driving the first set-up for largescale marketing campaign ad trafficking in-house. As part of a multi-million marketing campaign across both above the line and below the line media, Julia took responsibility for deeply understanding the media plan and working with the agencies involved to source technical specs, understand delivery requirements and ensure the campaign was able to run to deadline across a range of assets from TV, to OOH to digital requirements. . What is particularly commendable and a testament to Julia's attitude is she saw the requirement for this and proactively made it happen. Julia is solution oriented and not someone who waits to take initiative.

Julia is an exemplary leader, developing and training her team with a kind and nurturing style. She worked hard to develop the team and was not afraid to pitch in and help when needed. She is able to work independently and is someone in the team whom I trusted implicitly to "get things done". Most importantly, she is passionate, easy to work with and a popular and well-liked member of our team. We wish her all the best. I am sure she has a bright future ahead of her and would not hesitate to recommend her.

If you have any further questions about Julia, then please do not hesitate to contact me.

Kind Regards

Claire Davidson 

Director of Brand and Creative Studio