

Aneta Pawlik
Costagasse 3/12
1150 Wien

Vienna, 17th of December 2019

R e f e r e n c e L e t t e r

To whom it may concern,

Following team restructure in 2017, Aneta Pawlik was employed at ISWA as the Communications Manager from the 1st of January 2018 until the end of November 2019. Throughout the period of her employment she reported to me.

From the very beginning, Aneta exhibited a proactive attitude in bringing ISWA's communications department up to speed with recent digital marketing developments, tools and innovations. She restructured the workflow and processes surrounding the communications support for the internal and external partners and took the leading role in developing and implementing GDPR compliance measures. On top of that, she introduced a reporting system, which measured the effectiveness of digital campaigns to actively evaluate and inform budgetary and workflow decisions regarding the ongoing event promotion for the biggest partners of the Association: EcoMondo, IFAT, ISWA World Congress 2018 & 2019, and many more.

Aneta is an experienced marketing professional and immediately improved the deliverables of her department – from implementing a new email software to increase the quality of internal stakeholder mailings, leading the redesign of ISWA branding documents, rewriting event promotion agreements, taking initiative in developing new content to updating the way in which social media content is produced, designed and finally disseminated. She impressed me with her straightforward approach, readiness to be creative, marketing expertise, as well as her professional attitude in managing projects that required communications with international stakeholders working remotely.

Aneta will be a great addition to any team and I have no hesitation in recommending her to anyone, who is looking for a driven and knowledgeable marketing specialist to join their company.

Aneta left ISWA as the General Secretariat was in the process of relocating from Vienna to Rotterdam and will be operating out of Rotterdam as of January 2020.

I wish Aneta all the best for all her future endeavours, based on her professionalism and dedication I am convinced that she has very good professional prospects.

Kind regards,



Arne Ragossnig
ISWA Managing Director



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