ClickOut Media
Naxxar / Valletta, Malta
Remote-first
clickoutmedia.com

LETTER OF RECOMMENDATION

8 October 2026

To Whom It May Concern,

I am pleased to recommend Joyce Njeri, who worked with ClickOut Media for four years as a writer and content contributor across several websites in the company's portfolio. Throughout her time with us, Joyce showed strong writing skills, professionalism and reliability, along with a real ability to adapt to different audiences and content requirements.

Joyce contributed to sites owned and operated by ClickOut Media, producing a wide range of content that included affiliate marketing articles, product-focused pieces, gaming news, features, listicles, guides and reviews. She also wrote scripts, which showed her versatility across formats. In every case she communicated ideas clearly and tailored her approach to the audience and objectives of each platform.

A key strength was her ability to combine content creation with marketing. Because many of our sites promote products, services and commercial offers, Joyce developed a solid grasp of audience targeting, SEO, affiliate marketing, search intent, product positioning and conversion-focused content. She went beyond producing well-written articles. She structured her content to capture search intent, highlight the value of a product or service and build reader interest, which supported our commercial goals while still informing readers.

Working across multiple sites also meant handling different editorial styles, topics, brand requirements and publishing guidelines, and Joyce managed this well. She worked independently, met deadlines, responded positively to feedback and kept her standard of work consistent.

Beyond her skills, Joyce was dependable and committed to her responsibilities, and she was a valued member of the team. We appreciate the time, effort and expertise she brought to ClickOut Media and its publications.

I am confident that Joyce will be an asset to any organization seeking a writer, content creator, script writer, SEO content specialist, affiliate marketer or digital marketing professional. I recommend her without hesitation for future opportunities. Please feel free to contact me if you need further information about Joyce and her work with ClickOut Media.

Sincerely,



Evans Karanja
Team Lead, ClickOut Media
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