180 Marketing
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LETTER OF RECOMMENDATION

To whom it may concern,

I am writing to recommend **Fred Iway**, who worked with 180 Marketing for six years, from 2020 through September 2026, as an SEO Specialist / Web Developer. I am the founder and CEO of the agency, and I worked with Fred directly throughout that entire period.

Fred produced the full range of our SEO deliverables, including keyword research, on-page optimization, and technical SEO, and he followed our documented processes precisely. Technical SEO became his particular strength. He ran technical site audits for our clients, which is one of the harder deliverables in this field to do well, and he did them consistently well. He also went beyond the work in front of him and flagged improvements to our internal processes, which we adopted and were grateful for.

What made Fred especially valuable was that his SEO expertise was paired with real web development ability. He was one of the few people on our team with the technical knowledge to execute difficult implementations across every kind of ecommerce platform we encountered, including Shopify, Magento, and WordPress. That combination is uncommon, and it meant we could hand him problems that would otherwise have required two people or an outside developer.

His own quality control was strong enough that we did not need to micromanage him or double-check his work. In six years, his deliverables were on time and correct, and I never had to worry about anything he was responsible for. He was also a genuine pleasure to work with, positive and steady, and easy for both teammates and clients to communicate with.

Fred's departure had nothing to do with his performance. We restructured our team, and I was sorry to lose him.

I would hire Fred again without hesitation, and I recommend him without reservation to any team doing SEO, technical SEO, or web development work. Please feel free to contact me directly with any questions.

Sincerely,



Jeff Oxford
Founder & Chief Executive Officer, 180 Marketing
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