

To whom it may concern

I've had the advantage of working with Katarina Molander since she started as a Script writer/Instructional designer at TicTac Learn in April 2022. At TicTac, a project has one or more script writers, but even smaller projects usually have a co-writer to give input and bounce ideas off of. Katarina has taken on all roles with enthusiasm and skill.

Apart from always being positive and showing great interest in what she does, Katarina is talented, professional and creative. Being creative is often what makes the difference between regular output and outstanding output and Katarina always pushes the boundaries for what can be achieved within the given time frame and budget.

Our clients are from all sectors and types of entities and the job as Script writer at TicTac demands agility and ability to align with the client's brand identity in tone of voice, choice of format and execution. We often work with blended learning including eLearning, animations, gamification, webinars, films and podcasts and Katarina has provided valuable insight and contribution in the planning and execution of small and comprehensive projects alike.

Katarina has a very good command of the English language and has taken on several projects where the working language as well as the output have been in English. Our clients have highly appreciated her proficiency and can hardly fault her fluency.

Examples of projects that illustrate Katarina's ability to adapt to our broad range of clients and topics, and where Katarina has been the main script writer, include a procurement guide for a city council and a training academy in environmental awareness for a high-profile brand of foods and snacks.

As a coworker, Katarina is helpful, friendly and fun! She knows the value of sharing information and knowledge and is a true team player. At TicTac, she has collaborated and shared input and feedback with other script writers as well as with project managers, graphic designers and producers.

Katarina is always passionate about her work and is probably the person at TicTac with the greatest drive to learn new things and stay updated in our field.

I'm sad that Katarina is leaving TicTac and wish her success in any field she decides to work in. I highly recommend her for any role that needs creativity, professionalism, independent work and teamwork.

Sincerely,

Thérèse Söderlind
Senior script writer