



To Whom It May Concern,

My name is Jun Hew, Marketing Manager at Alchemy Foodtech, a Singapore-based, award-winning food innovation company. I've had the pleasure of working closely with Zack Go, who has served as our Senior Marketing Executive for the past year, and was a Marketing Executive with us for three years prior.

Zack has consistently been a reliable and creative force on our team. He has a deep understanding of our target audience and is able to craft effective campaigns that align with market trends. His work has led to successful brand activations in collaboration with notable partners such as DBS, NUH, Merck Group, and the Singapore Chef Association.

He has also managed our e-commerce platforms—including WooCommerce, Lazada, and Shopee—and played a lead role in revamping our website, greatly improving its functionality and customer experience. One of his key accomplishments was the creative lead on our website revamp, which received positive feedback from both users and stakeholders.

Zack also contributed significantly to the successful launch of our Allo Sugar-Free Baking Mix in 2022, developing the brand identity and marketing roadmap for its rollout across e-commerce channels. Additionally, he provided full marketing support for our collaboration with Subway Singapore in Q1 2023, producing POS materials, key visuals, digital ads, and managing PR—contributing to the overwhelming success of the campaign.

Recently, Zack played a central role in our B2B event with Anchor Food Professionals, overseeing every stage from planning to execution and coordinating with multiple partners for both pre- and post-production.

Beyond his creative and technical skills, Zack is a true team player—proactive, detail-oriented, and dependable. He brings a strong combination of strategic thinking, content creation, and performance analysis to the table.

I strongly recommend Zack for any future marketing roles. He has been a key asset to our team and I'm confident he will bring the same passion and excellence to his next opportunity.

Sincerely,
Jun Hew
Marketing Manager
Alchemy Foodtech