

July 14, 2026

Letter of Recommendation

To whom it may concern,

I worked closely with Kirill while he managed Overgear's paid search advertising through Adgasm.io, our PPC agency partner. As Overgear's primary PPC specialist, he was responsible for the strategy, execution, and ongoing optimization of our Google Ads and Microsoft Ads campaigns.

Kirill consistently demonstrated strong analytical judgment, commercial awareness, and a clear understanding of how paid acquisition contributes to broader business objectives. He approached budget allocation and campaign scaling in a disciplined manner, communicated performance clearly, and translated complex data into practical recommendations for our marketing and product teams.

I particularly valued his ownership of the account, proactive identification of growth opportunities, and ability to combine strategic thinking with hands-on campaign management. He was a reliable partner and an important contributor to Overgear's paid acquisition performance.

I would confidently recommend Kirill for senior PPC, performance marketing, or paid search leadership roles.

Sincerely,

A handwritten signature in black ink, appearing to read 'Konstantin Sukhachev', with a stylized flourish at the end.

Konstantin Sukhachev

Chief Marketing Officer

Overgear

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