

Lingo.dev

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**To whom it may concern,**

I'm writing to recommend Ryan Els. I managed him directly during his time as Social Media Manager at Lingo.dev, from May 2025 to present.

Ryan joined us from a completely different background - 20 years in law enforcement and private security. That turned out to be an asset. He reads people well, earns trust quickly, and brings a discipline to his work that's uncommon in social media.

The results speak for themselves. He grew our X account from near-zero to 10.8k followers and 49 million impressions in under 12 months, entirely organic, without paid distribution. He did this with a developer audience, which is one of the hardest groups to market to authentically. When we surveyed our followers, they rated the account 9 out of 10 on average.

What makes Ryan effective is that he's genuinely embedded in the world he's speaking to. He programs on the side, follows the tools, and understands the culture. His content feels like it comes from a peer. That's not something you can fake, and it's the reason the growth happened.

I'd recommend Ryan without hesitation for any role where a technical audience needs to be reached authentically. Happy to discuss further if helpful.

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A handwritten signature in black ink, appearing to read 'Max Prilutskiy', written in a cursive style.