



## DFW GUN RANGE AND TRAINING CENTER

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### **To whom this may concern,**

Mario is an exceptionally talented senior I.T. professional with a unique mix of technical, management, and business acumen in a variety of disciplines and industries. He has served as our company's UI/UX consultant for twelve-years and has been primarily responsible for designing the company's website and registration system. Recently, he managed a web-based project designing and developing a website for our Jiu-Jitsu school. Also, Mario helps manage various marketing initiatives including monitoring our analytics, and SEO efforts, as well as, Google Ads to help drive traffic and leverage the site as our lead generation tool.

Mario has continually provided invaluable suggestions, ideas and direction resulting in a visually engaging interface and greatly improved customer experience. His gifted critical thinking skills allows him to get in front of issues before they become bigger problems by providing solutions that focuses our customer's needs.

Mario is an outstanding team player with a total do-what-it-takes attitude and a person of great integrity, loyalty and work ethic. For these reasons and more, I can highly recommend Mario and relish the opportunity to continue our long standing partnership.

Respectfully,

Jim Pisoni,  
President