

07.08.2025

CONSULTING REFERENCE

Mr. Silas Yelich was employed as a Consultant for Saidia Consulting e.V. from May 1, 2025, to July 1, 2025. As part of a project with The Ocean Cleanup, he was a member of a four-person team that developed a comprehensive competitive analysis for digital market positioning.

Key Responsibilities

- Conducting a structured analysis of approximately 20 competitor organizations regarding website structure, storytelling, donor journey, and transparency
- Examining social media strategies (platform selection, content formats, community interaction)
- Evaluating partnerships, influencer engagements, and event collaborations
- Analyzing donation flows, deriving conversion triggers, and optimization potential
- Developing clear recommendations, including best-practice examples and visuals; creation of a structured final report

Silas distinguished himself through high reliability, analytical thinking, and a meticulous working style. He fulfilled all assigned tasks to our complete satisfaction at all times and contributed significantly to the project's success through his dedication and team spirit.

In his interactions with colleagues and external contacts, Mr. Yelich consistently conducted himself in a professional and exemplary manner.

We are grateful for the excellent collaboration and wish him all the best and continued success in his future career.

On behalf of Saidia Consulting e.V.:



Emil Röttele
Key Account Manager