To Whom It May Concern,

It is with pleasure and great confidence that **I recommend Anshul Jain for an AI Marketing or AI Automations position.** As the head of the AI Research team at Webselenese, I've had the opportunity to work closely with Anshul across a number of operations that spanned several of the online properties we manage.

**AI Marketing and Automations Specialist**

In mid 2024, when the AI Research team had reached the limits of regular LLMs like ChatGPT and Claude, Anshul approached me with a video of his own AI automation built with HARPA AI, known as a "command." At the time he was a content writer for our largest site, vpnMentor, where he had worked for four years and was known as a reliable and knowledgeable writer.

The video he showed was an early prototype of our writing command that could draft full articles in one sitting, a significant leap from our existing AI process. Impressed by its potential, I immediately brought Anshul onto the AI Research team to develop what had started as his personal side project.

We had been looking for someone who combined technical skill with deep knowledge of our best content practices to elevate our AI capabilities for some time, and Anshul proved to be the right match at the right time.

**HARPA AI Integration Overview**

In his tenure as an AI Marketing Specialist, Anshul developed and refined a suite of own HARPA AI commands (automations) that played a pivotal role in our content operations. He continuously maintained and updated them to keep pace with rapid AI advancements and evolving company requirements.

He went on to develop the following four commands that formed the foundation of our AI-driven content workflow:

**Detailed Research Command** – Automated the full research (CR&A) workflow, producing custom OR briefs that analyzed competitors pieces, SEO data, search intent, and audience behavior for a specific article and its keywords.

**Simple Research Command** – A lighter version of the above, designed for teams needing faster, less detailed research and analysis.

**WSAI Writer Command** – Generated full article drafts from completed OR briefs in one sitting, following our editorial guidelines. It was flexible enough to handle multiple verticals and projects across our content operations.

**Fact Checker Command** – Streamlined the editing process by detecting factual inaccuracies, typos, and other common writing errors.

These were not off-the-shelf automations, but purpose-built systems tailored to our internal workflows, integrating different APIs and webhooks for precise, scalable results.

**HARPA AI Integration Results**

Relevant outcomes achieved through our HARPA AI commands included:

- 50% Reduction in the amount of time required to produce first draft (including research and writing), from 20 hours to 10 hours, on average.
- 30% Reduction in the amount of time required to fact-check and edit drafts.
- Between 40% and 129% increase in the number of pages published monthly, on average, depending on the project.
- Significant improvement in how comfortable writers and editors were with using AI. Although this trend was already underway, internal surveys showed that HARPA AI further accelerated it.

Most notably, Anshul helped identify the most effective ways to leverage and test emerging APIs and LLMs. His work enabled the successful implementation of time and cost saving features, along with robust tracking of command usage across projects that helped the AI Research Team manage resources more efficiently.

**Collaboration and Professionalism**

Lastly, Anshul is a sound collaborator and dependable team member. He has a good grasp of group dynamics and contributes positively to the culture around him. His ability to communicate clearly and work effectively with colleagues has consistently strengthened team performance, and he is respected for his professionalism, integrity, and positive attitude.

Anshul approaches challenges thoughtfully, listens carefully to others' perspectives, and treats everyone with respect and empathy. I wholeheartedly recommend Anshul for any AI marketing or automation role that values strategic thinking, reliability, and consistently high-quality results.

Ren Sayer

Head of AI Research Team
Webselenese Ltd.