

August 24, 2026

To Whom It May Concern,

I'm writing to recommend Nicholle Ponce without reservation. Nicholle has worked on my team at Systematic You for over a year, and in that time she's handled everything from day-to-day content production to full platform migrations to strategic planning for a new certification program.

The clearest example of her range: when I decided to move our entire community platform from Circle to GoHighLevel, Nicholle owned the migration end to end, rebuilding the community structure, purchase automations, and email templates from scratch. She did the same kind of ground-up build work across ActiveCampaign funnels, Showit landing pages, and our certification program's community management, consistently translating a rough direction into something fully built and running.

What sets Nicholle apart is that she doesn't just execute, she thinks. When we were designing a new two-tier course program, she came to the planning meeting with her own complete proposal already built out: audience segmentation, pricing tiers, curriculum structure, competitor research. She held her ground on a pricing recommendation I initially thought was too high, and she was right. That's the kind of judgment you want on a team, someone who will do the work and also tell you when your instinct needs a second look.

She's also just steady to work with. Daily written updates, every workday, without fail. She surfaces problems before they become blockers instead of after. And when the direction of a project changed significantly, more than once, she adjusted without losing momentum or needing to be managed through it.

Nicholle would be an asset to any team looking for someone who can take ownership of a project and run with it. I'm happy to speak directly to anyone considering working with her.

Monica D.T. Rysavy

Dr. Monica Rysavy

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