

August 10, 2026

To Whom It May Concern:

I am writing to recommend Matt Loudon. From 2022 through 2025, Matt worked with OnlineMedEd as a contractor and agency partner on our HubSpot platform, partnering with us on several projects.

Matt led the migration of our website onto the HubSpot CMS and built custom modules to support the site's design and functionality. He also set up custom objects within HubSpot to track our B2C business, giving our team a clearer structure for organizing and reporting on that side of the business.

Throughout our work together, Matt was dedicated, loyal, and hard working. He took the time to understand our goals and consistently approached his projects with genuine care for our team and the outcomes we were trying to achieve, not just the task in front of him.

I recommend Matt to any organization looking for a developer who pairs strong AI and technical skills with a genuine commitment to his clients' success.

Sincerely,

Mary Skuse
Marketing Operations Director
OnlineMedEd/Archer Review