



Starsky Robinson

Update Regarding Your Role at Highly Concentr8ed

4 messages

Maria Abney <maria@highlyconcentr8ed.com>

Sun, Apr 20 at 5:41 PM

To: Hire Starskyrobinson

Dear Starsky,

I hope this message finds you well.

After having discussions with our team, careful consideration and a thorough review of the work completed over the past several weeks, we have made the decision to terminate your employment with Highly Concentr8ed, effective immediately.

When you were brought on as our Digital Marketing Manager, the expectation was that you would take full ownership of our digital initiatives, including strategic planning, UX/UI optimization, implementation excluding development work with direct delegations, and the broader responsibilities outlined for the role, within our existing platform. Unfortunately, we have not seen the level of progress or initiative that we needed for this position.

To date, there has been limited meaningful execution of the initial deliverables, aside from the work completed by Jim. The website redesign project remains at a rough outline stage, and you've stated that further input is still needed, despite this being your responsibility to lead and delegate. The project has required substantial involvement from both myself and Jim, along with conversations about bringing in outside assistance, something that contradicts our initial discussions prior to your hiring, where it was understood that you would be able to work within our existing platform at the level required for this role considering the ongoing optimizations that will be needed long term.

We are now three weeks in, and while the timeline for technical SEO improvements, UX/UI revamp, and Google Search Console cleanup was scheduled for completion next week, it's clear that the milestone will not be met considering we are still at the 'rough outline' stage. At this point, we expected to see forward progress and impactful changes that would begin delivering results, which unfortunately has not occurred.

Additionally, there have been ongoing suggestions of moving the project to Shopify, despite our decision, based on extensive research, to remain on WordPress. We chose WordPress due to its flexibility and scalability our ecosystem requires at a significantly lower cost, and we were transparent from the beginning that this role would require deeper technical involvement. This was a key factor in bringing on a full-time Digital Marketing Manager, but the role has shifted away from fulfilling its original scope.

Given the ongoing misalignment between role expectations for our specific needs at this time and actual performance, we believe it is in the best interest of both parties to part ways at this time. As part of standard offboarding procedures, your access to internal systems will be deactivated immediately. If any documentation or work was created or stored outside of our company shared drives, please forward all relevant files to this email at your earliest convenience so we can ensure a smooth transition. If you have any questions regarding final compensation, please feel free to reach out.

We've genuinely enjoyed having you as part of the team and truly appreciate the ideas and effort you brought to the table. While we had hoped for stronger alignment with the scope and expectations of the position, we value the time you spent with us and hold no hard feelings. We sincerely wish you all the best in your future endeavors and professional journey.

Warm regards,
Maria

--



Maria Abney

President

941-274-7267

maria@highlyconcentr8ed.com

2144 Gulf Gate Dr. | Sarasota, FL 34231

www.highlyconcentr8ed.com



Confidentiality Notice: The information in this e-mail and any attachments may be legally privileged and confidential. It is intended solely for the addressee. If you are not the intended recipient, any disclosure, copying, distribution, or any activity taken or omitted to be taken in reliance on it, is prohibited and may be unlawful. If you have received this e-mail in error, please notify the sender and permanently delete the e-mail and any attachments immediately. You should not retain, copy, or use this e-mail or any attachment for any purpose, nor disclose all or any part of the contents

Starsky Robinson <[REDACTED]@[REDACTED].com>

Sun, Apr 20 at 11:34 PM

To: Maria Abney <maria@highlyconcentr8ed.com>, Erik <erik@highlyconcentr8ed.com>

Dear Maria,

Thank you for your message.

I had also planned to request a check-in on Monday, as I had begun to identify several internal challenges that led me to similarly question the long-term alignment of this engagement. I appreciate the opportunity to support HC8 and gain insight into the company's operations during this time.

To clarify: my role was defined around leading digital marketing strategy, SEO/SEM, CRM, analytics, and revenue-focused initiatives. While I collaborated with Jim and supported project planning efforts, the scope of the website redesign ultimately required resourcing, technical execution, and UX ownership beyond what was communicated during my onboarding or listed in the original scope of responsibilities.

That said, I worked diligently to contribute value across core strategic areas:

- Conducted a full website audit with SEO, GA4, and UX recommendations
- Identified plugin conflicts and analytics issues in GA4 and GTM
- Drafted homepage messaging and developed a SWOT framework
- Proposed CRM segmentation strategies and automation ideas via HubSpot
- Flagged critical issues in B2B/DTC funnel design and conversion flow gaps

Many of these challenges had also been previously raised by the prior digital marketing manager — which suggests that the obstacles encountered were systemic and structural, not individual or performance-related.

To be clear and on record:

This transition reflects a **misalignment of role expectations**, not a lack of performance or engagement. As a remote California-based employee supporting a Florida business, I reserve my rights under **California Labor Code §§ 2802**

and 2750.3, which protect remote workers and require proper role classification and expense treatment. Additionally, I understand that under **Florida's at-will employment laws** (Fla. Stat. § 448.102), either party may end employment at any time — though any public or internal characterization of "performance" issues must be consistent with documented facts.

All project deliverables, communication, and audit materials were shared transparently through Slack, Google Docs, and Fathom recordings. If you'd like me to forward any final files or ensure a clean documentation handoff, I'm happy to assist.

I sincerely wish HC8 continued success as it grows and appreciate the chance to contribute during this phase of the company's evolution.

Warm regards,

Starsky J. Robinson

Digital Marketing Strategist | SEO & CRM Consultant

Los Angeles, CA

[Quoted text hidden]

Maria Abney <maria@highlyconcentr8ed.com>
To: Starsky Robinson <hire.starskyrobinson@gmail.com>
Cc: Erik <erik@highlyconcentr8ed.com>

Tue, Apr 22 at 10:22 AM

Hi Starsky,

Following your termination and your subsequent response, this message is intended to clarify Highly Concentr8ed's position and reaffirm the facts surrounding your employment, role scope, and performance.

From the outset of the hiring process and through onboarding, you were provided with a clear outline of the responsibilities associated with the Digital Marketing Manager role. These expectations were communicated over the course of several conversations, including detailed discussions involving internal team members such as Erik. The position was a full-time W-2 role requiring both strategic planning and hands-on implementation, including but not limited to:

- Conducting a full UX/UI audit and implementing necessary changes within WordPress
- Executing technical SEO optimizations and resolving SEMrush and Google Search Console errors
- Developing and managing ongoing content strategy (GMB, blog, ads, email)
- Creating and managing structured marketing project boards
- Coordinating digital campaigns and preparing monthly performance reports

It was also made clear that the role required minimal dependency on external contractors, and that internal development support from Jim Morrissey would only apply to direct, technical implementation—not strategy, direction, or workload delegation.

It's important to note that the 'challenges' you referenced as being "previously raised" by a former marketing employee refer to a preliminary audit submitted within that individual's first 8 hours of employment. That employee's tenure was short-lived due to their request to work remotely—something the company was not open to at the time. Identifying areas of improvement was expected and required, as the role was specifically structured to assess, prioritize, and implement actionable solutions. However, pointing out issues without consistent follow-through or execution is not indicative of a structural issue—it's a gap in delivering results. The job was not limited to identifying obstacles; it required developing

and executing solutions within a clearly defined system and strategy.

Over the course of your employment, you did not meet the level of execution required for this role. Project boards and deliverables remained incomplete, and core tasks were not actioned within the designated timeframes. Submissions included rough outlines lacking structure, and you frequently required input from other team members to determine direction—despite being hired solely to lead and implement those projects.

You also made repeated suggestions to bring in outside help or move the company's website from WordPress to Shopify—a platform that offers ease of use but lacks the flexibility required for the company's operational needs. This recommendation was at odds with Highly Concentr8ed's clearly stated strategic direction, which had been discussed and agreed upon prior to your hire. These suggestions indicated an ongoing attempt to reduce the technical workload, rather than demonstrate the initiative and capabilities the role required.

Regarding your reference to California Labor Code §§ 2802 and 2750.3: §2802 requires reimbursement for necessary business expenses, and §2750.3 relates to worker classification. These statutes do not apply in this case. You were properly classified as a W-2 employee, and no services were performed prior to your official start date. Furthermore, no out-of-pocket business expenses were submitted or pre-approved for reimbursement. There is no misclassification and no legal basis under California labor law for reimbursement or damages.

Regarding Florida Statute § 448.102, which pertains to whistleblower protections, this also does not apply. No reports, objections, or disclosures of unlawful activity were made during your time with the company. Your termination was based solely on performance-related issues. While Florida is an at-will employment state—meaning either party may end the employment relationship at any time—the company nonetheless maintained extensive documentation throughout your employment. This includes clearly communicated expectations, project assignments, onboarding materials, and over 10 documented performance deficiencies. Although Florida law does not require such documentation to support a termination under at-will employment, we retained these records to ensure transparency and accountability. The decision to terminate was based specifically on your lack of performance, initiative, and the inability to meet the clearly defined role requirements, all of which were communicated before and during your employment.

To be clear: the only misalignment was between your performance and the standards required for the position. The scope, systems, and expectations were explicitly defined and agreed upon prior to your start date. The issue was not with our structure or systems—it was that you repeatedly pushed to move the company to a platform that would automate and reduce your workload, rather than work within the more complex environment we operate in, which requires a higher level of technical understanding and execution and was clearly communicated it would be required prior to accepting employment and during onboarding. Despite this being discussed throughout the hiring process, you continued to attempt to offload responsibilities to external contractors, internal employees—including the company president—and proposed AI-driven shortcuts rather than executing the work yourself. These deferrals caused significant project delays and unmet deliverables.

This response is intended for the record and to clarify Highly Concentr8ed's position. No further engagement is necessary at this time.

[Quoted text hidden]

Maria Abney <maria@highlyconcentr8ed.com>

Tue, Apr 22 at 10:29 AM

To: Starsky Robinson <[REDACTED]@highlyconcentr8ed.com>

Cc: Erik <erik@highlyconcentr8ed.com>

One additional item we wanted on the record, we discovered late last week that you had been creating and storing sensitive company documents outside of Highly Concentr8ed's secure, authorized systems. This is a direct violation of our internal privacy and data security policies, as well as the confidentiality obligations outlined in your signed employment agreement. Specifically, Section 2 and Section 3 of the agreement require that all Confidential Information be handled exclusively within the scope of employment and protected using the highest standard of care. Creating or storing such materials outside of company-managed platforms compromises the confidentiality and integrity of our proprietary information and is considered a serious breach of company policy. **We are noting this formally in our records as part of the overall performance review and separation documentation.**

[Quoted text hidden]