

October 7, 2018

Re: Recommendation for Kristina Mazzola

Dear Hiring Manager,

I was initially impressed with Kristina Mazzola's confidence and enthusiasm when I hired her as a Summer 2018 Social Media intern at The EGC Group [agency]. Her background in communications, as well as her bubbly personality, made her an excellent candidate for the role.

Throughout her time at the agency, Kristina worked to learn the ins and outs of a variety of different B2B and B2C business models, as well as how to properly communicate to their target markets. She further leveraged her key learnings by developing content for the brands that was strewn across their accompanying social media platforms. She was also a key player in developing monthly reports and analyzing said results in an effort to bring new ideas and campaigns to the table to further achieve goals and KPIs.

Kristina always came to work with a positive attitude, and was eager to learn. She was not afraid to share her opinions, and brought her viewpoints to the table; a quality that was highly-admired. In addition to her daily work responsibilities, she also went above and beyond to write content for the agency blog. Coupled with her education and work experience, I know Kristina will excel in any communications-oriented role. She will bring a greater sense of continuity and camaraderie to any group because she is an autonomous worker, as well as a team player. I have every confidence that she will be an asset to your team.

Respectfully,

Stephanie Hayman