



Emerald Media Group

To Whom It May Concern:

I am writing this letter of recommendation on behalf of Tyler Horst, who previously worked for me as an Advertising Account Executive at the Emerald Media Group. In his time as an account executive Tyler worked with various accounts from around the Eugene area to set up advertising and marketing campaigns that helped them reach the University of Oregon community. Tyler handled all aspects of the job, from prospecting for new and potential clients as well as working with already established clients. He would make cold calls and warm calls to business owners to discuss their advertising goals and objectives, to effectively help them develop campaigns that would help the client reach their goals.

Tyler also worked with graphic designers to design ads for print, online, outdoor displays, and anything else that was needed by the clients. He would then oversee the implementation of the campaign and ensure delivery of different ads on each of their respective platforms to ensure that the campaign was being managed effectively.

Some of the skills that Tyler will take with him beyond this job can be applied to almost any media organization. Our account executives have to be great at time management, with all of my staff being students as well as employees their time is split between classes and work and they need to be able to juggle a lot of different responsibilities to be effective. Organizational skills grow from the effective time management and each account executive has a lot of deadlines, paperwork, and goals that they are working on, which ensures their ability to work in a fast paced environment under pressure.

I think that Tyler would be a great asset to anyone that is able to pick him up, and he is a quick learner that can jump in and get started right away. I would recommend Tyler for any position in the media industry.

Sincerely,

Robert W. Reilly, MBA
VP Sales and Marketing
Emerald Media Group
1222 East 13th Avenue #300
Eugene, OR 97403
o. 541-346-5511 ext. 303
c. 808-729-2987
ads@dailyemerald.com