



November 16, 2017

To Whom It May Concern:

I am writing to recommend Becca Colehower for any internship for which she applies.

Becca has interned with my company for several months through Furman University, and I've been thoroughly impressed with her level of dedication and commitment. In the world of marketing and public relations, we work on quick turnaround times. Our company is held to a very high standard when it comes to exceeding industry standards, and Becca has never let us down. In fact, she has jumped right in – eager and willing to help at any turn.

Most notably, I tapped Becca to help with a political candidate who was running for city council's at-large seat (one of two seats). As the at-large seat encompasses all of Greenville, Becca worked with me on messaging to various audiences. She caught on extremely fast, and was able to help identify what message would resonate with what audience.

After identifying the message and audience, I had Becca work on a series of direct mail pieces and hyperlocal digital advertisements to reflect the message through visual form. We are happy to say that with Becca's hard work on messaging and graphics, our candidate's digital advertising campaign exceeded industry standard by over 700%.

Becca exemplifies dedication and a strong work ethic. Never one to drop the ball, she will stay up late and come in early just to ensure that the job is done. She leaves no stone unturned, and is eager to do a job well.

I also have been proud to see how the success of the local political campaign has shown her the strengths she has in various areas of marketing, public relations, and audience capture. She has fundamental abilities that continue to strengthen every day, and I am pleased that people are acknowledging her great work. Plus, our political candidate won – with a record turnout not seen in decades. He was not the anticipated victor in this election, but through sound messaging, perfected graphics, and a digital advertising campaign – he was able to win the coveted seat.

I highly recommend her for any position on any team. Becca is a wonderful addition, and I look forward to following her continued success.

Sincerely,

Dorothy F. Self

Founder + Principal, DFS Creative Concepts

dorothy@dfscreativeconcepts.com