



1412 Broadway Avenue, Fl 21, New York, NY 10018 · [www.extern.com](http://www.extern.com)

October 1, 2024

Dear Garry Balala:

We are writing to formally confirm your successful completion of the externship, facilitated by Extern. We appreciate your ardent effort and contribution as an extern in Digital Advertising Insightse with Expedia!

During your externship, you demonstrated exceptional dedication and skill in fulfilling your assigned duties. These included:

- Digital Advertising Trends Analysis: Analyze digital advertising trends in a specific region with an emphasis on the travel industry, identifying emerging patterns and strategic opportunities.
- Ad Strategy: Assess ad revenue, market share, and current/future tools and capabilities in the digital advertising landscape.
- Competitor Research: Conduct in-depth analysis of major players in the travel industry to understand their advertising strategies and revenue generation mechanisms.
- Strategic Planning: Develop strategic recommendations for areas of investment in the digital advertising space.
- Presentation & Public Speaking: Create engaging presentation decks and video recordings, showcasing actionable insights to drive informed decision-making.

Your externship spanned from September 2, 2024 to September 30, 2024, during which you worked diligently for 10 hours per week. Although this position was unpaid, your contributions were invaluable, and your commitment was commendable.

Extern has worked closely with Expedia to ensure that your externship was not only professionally enriching but also structured to provide practical, real-world experience. The support and coaching provided by your Extern Program Manager were designed to supplement your learning and ensure well-rounded professional development.

We are confident that the skills and knowledge you have acquired during this externship will significantly benefit your future career endeavors. Your performance has been outstanding, and we are proud to have had you in our program.

Thank you for your hard work and dedication. We wish you continued success in all your future pursuits.

Sincerely,

A handwritten signature in cursive script that reads "Matt Wilkerson".

Name: Matt Wilkerson, CEO

Date: October 1, 2024