



25 September 2014

TO WHOM IT MAY CONCERN:

Re.: A letter of recommendation for Ms. Alexis Benter

It is my pleasure to share a letter of recommendation for Alexis whom I had the pleasure of working with this summer at 2C in Miami. Alexis came to us as an intern and immediately endeared herself to me. What I noticed first was her positive attitude and genuine desire to help. From day one, she was asking questions and looking for ways to contribute to production and our team.

The first project I had her jump into was our identity rebrand that we had just started on. The thing that was obvious right away was how bright and capable she was. Alexis was able to use design tools like Photoshop, Illustrator, and InDesign to help me prepare elements for our website. Something that stood out to me, was her taking the initiative to seek help if she got stuck or the task was beyond her expertise. It was because she wanted to do a good job and was so thorough that she became someone that I trusted.

As is often the case, our deadlines and production needs change rapidly and Alexis exhibited a calm, cool that helped all of us manage the craziness better. The thing that struck me the most about Alexis in those difficult moments was her energy, its this mix of enthusiasm, care, effort and calm. Then the more I got to know her, I also saw a fun sense of humor come through. I mention all of this because I believe it is the perfect temperament for this wacky creative business.

Another important thing to share is our internships are unpaid, yet Alexis on more than one occasion was willing to stay longer than required to complete a task or to help out. I truly appreciated her work ethic and willingness to go the extra mile even though she wasn't getting paid. It says a lot about her character.

In closing, I would just say that I think Alexis has a bright future and I was sad to see her internship come to an end. I would have no reservation about giving her a full-time position and will gladly do anything I can to help her get her career off the ground. I am grateful to have met her and to have spent time working with her. It's people like Alexis that give me hope for the new generation of creatives coming into the business place. Should you want to know anything else about Alexis, please don't hesitate to ask.

Warmest regards,

A handwritten signature in black ink, appearing to read 'Brian Elloe', written over a horizontal line.

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