

Philip Lagaris
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Dear Sir or Madam,

As Chief Executive Officer at Pathways Marketing LLC., I am writing to confer the qualifications of one Crystal Murray to you. On July 15th, 2016, I hired Crystal as an independent contractor to work as an Email Marketing Strategist until May 1st, 2017.

Under my management, Crystal acted as a liaison to our clients, facilitated in the development of marketing assets, and developed & executed campaign strategies as part of our team. As a public relations veteran, she possessed all the necessary skills to build effective marketing materials, and a keen eye for detail; which was essential in fulfilling her role.

During the course of her contract, Crystal was tasked to work with our largest clients and marketing campaigns, and her efforts on these campaigns directly contributed to their success. In the long-term, our clients' brand personality and recognition has evolved and expanded; and subsequently, so has Pathways.

I am grateful for her time with Pathways Marketing LLC, and expect great success in all her future endeavors.

Sincerely,

A handwritten signature in black ink, appearing to be 'P. Lagaris', with a long horizontal stroke extending to the right.

Philip Lagaris