



7 July 2016

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Income at Raffles
Singapore, 049318

To whom it concerns:

This letter is a letter of recommendation for Vincey Au who fulfilled an internship with Publicis Media (formerly known as ZenithOptimedia) throughout January and February 2016 within the Data Sciences team, in Sydney. Although the placement was an internship, Vincey stepped into a role that aligned more with a junior data scientist and was a key contributor on projects such as reporting and visualisation; including the agency's first automated report for a pharmaceutical company where she piped in data sources from Google Adwords, Google DoubleClick, Google Analytics, Facebook and AOD. This literally changed the way that an entire client account team reported, ergo increasing efficiencies and accuracy.

As a commerce and science student Vincey is a highly intelligent lady. From her application letter and interview I knew that she would be an ideal fit for the data and analytics placement as I was seeking someone who would question the status quo and then suggest answers and fresh perspectives on ways of working. She also fitted the soft skills that I was seeking, which was not to be too proud to ask for guidance, as well as the ability to switch between team scenarios and working autonomously.

To note, this was Vincey's first foray into the world of digital media, advertising and agencies and a quick up-time to learn the advertising technology landscape was required. From publishers and providers, through to a high-level understanding of how data management platforms, demand-side platforms and real-time media bidding are used by agencies for their clients, Vincey now has experience of such environments. These skills are transferable and, myself being from a client-side background, know that she can apply what she has learnt to numerous business contexts outside of media agencies.

Sincerely

Rebecca Sharpe
Director, Digital Data and Analytics