



August 13, 2020

To Whom it May Concern,

Hayoung Yoon completed a marketing internship at our company in great standing and was a highly appreciated member of the GoGORILLA Media team. Hayoung worked with GoGORILLA from March 10, 2020 through August 13, 2020. During this time, she learned about many aspects of marketing, including event management, sales, market research, and guerrilla marketing. She witnessed the development and execution of unconventional out-of-home advertising campaigns from start to finish, and completed numerous tasks independently and to our complete satisfaction.

Hayoung assisted us in the following areas:

1. Sales & Lead Generation: Hayoung was introduced to the methods we use to generate leads, conduct research for proposals, and create target lists or maps to best reach a client's demographic. Conversations on lead generation were particularly important throughout her internship, as it took place during the COVID-19 pandemic and we experienced a steep decline in sales during this time. As a company, we were all hands on deck to constantly brainstorm new ideas for ways to adapt our campaign offerings to fit the needs of clients and of the world during the pandemic, and to constantly reach out to make contact with new prospective clients.

2. Marketing/Advertising and Promotions: Hayoung shadowed the operations team during the planning and execution of several marketing campaigns and events, and assisted in the preparation of campaign materials and instructions to be sent out to our local distributors. While there were not as many projects to experience as there normally would have been in pre-pandemic times, Hayoung was able to remotely witness and assist with a variety of campaign types, including video trucks for the 2020 U.S. Census, door hangers for a medical facility in Delaware, street teams conducting market research for a major U.S. pharmacy chain in Houston, Los Angeles, and Philadelphia, sidewalk stencils advertising a food delivery service in NYC, and a food truck promotion for a major utility company in Atlanta.

3. Completion Reports: Hayoung learned how to create web-based proof of performance reports, and helped complete a backlog of hundreds of reports for clients such as:

- Hudson Square, a business improvement district which hired GoGORILLA's GoMODELS to dress up as witches and wizards to promote their Halloween event called Hudson Scare
- Collective Outdoor Media, an ad agency that contracted GoGORILLA to provide video projections advertising Burberry throughout NYC
- Netflix, an online video streaming platform which hired GoGORILLA's GoMODELS to promote the new show *It's Bruno* by handing out swag to pet owners in NYC and Los Angeles dog parks

In addition, Hayoung quickly demonstrated that she is proactive, self-motivated, and takes ownership of projects assigned to her. Her can-do attitude combined with a fantastic work ethic and ability to learn and master new tasks quickly make her an absolute pleasure to work with. She was always willing to go above and beyond expectations to ensure clients were satisfied with their campaign outcomes. Despite joining our company with the intention of an in-office internship with in-person training, Hayoung was able to quickly adapt to a remote internship and make the best out of an unfortunate situation.

As Hayoung's direct supervisor throughout her internship, I can say with confidence that she will make a great asset to any company she works with. She will be a greatly missed member of our team and we'll be happy to offer her a position at the company in the future, should she be interested in one.

If you have any questions about Hayoung, feel free to contact me anytime!

Sincerely,

Katie Gillespie



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