



To Whom It may Concern:

I am writing to vouch for the professionalism and competence of Nicole Tufts.

We brought Nicole into our team to assist in brainstorming and copywriting for in-house and client social media channels, websites, and blogs. Her work was always within deadline and of extremely high caliber.

We were surprised by Nicole's ability to manipulate her voice and tone to meet varying corporate guidelines, tones, and marketing goals. Not only did she demonstrate the ability to understand each client's unique tone and messaging style, but also how to shift tones subject to the channel the copy was to be used on (Facebook, Twitter, Instagram, Landing Pages, Websites, Blogs, etc.).

Copywriting for clients throughout various industries (financial services, telecommunications, real estate, entertainment) was critical to Nicole's success at The Spark Group. Nicole went above and beyond her responsibilities- she was eager to help improve brand strategies, discuss her writing choices with her superiors, and defend the unique and engaging perspectives her writing often led to.

Nicole's time working at The Spark Group demonstrated various qualities that have made her one of our most valuable interns. Her attention to detail, timeliness, and enthusiasm set her apart from her peers. She is efficient, well organized, and eager to undertake complex assignments in pursuit of experience and growth.

Please feel free to contact me if you have any further questions.

Sincerely,

Daniela Cuevas
Partner / Creative Director

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To whom it May Concern,

I had the pleasure of supervising Nicole Tufts in my capacity as the Event Coordinator in the Office of College Events at Sarah Lawrence College. One of the essential parts of my job was the supervision of the entire student staff from the hiring process through their tenure on our staff. Nicole held three positions in the office, Office Assistant, Event Assistant, and Poster Board Manager. The fact that she was able to simultaneously hold all three of these titles speaks to the type of hard worker that she is and my trust and confidence in her ability to excel. Usually students are only given one position with College Events out of fear of over committing, which in my experience led to a decrease in performance, something that would have been detrimental to a small office that relied heavily on their student staff.

Nicole was hired in her first year at Sarah Lawrence and continued working with us throughout her time at the College. Through the years I have seen her grow and become a confident and poised person with a sharp mind who is not afraid to take on challenging tasks and speak up when she needs assistance. Our office had extremely busy months when we counted on our student staff to alleviate the workload and Nicole was consistently one of the students we entrusted with complicated tasks. No matter the task, she was ready for the challenge and took every opportunity as a learning experience.

The roles Nicole held at College Events required strong communication skills, the ability to problem solve, and leadership capabilities, all of which she exceeded expectations. Her ability to work on projects individually or with her peers and easily adjust to new situations caused her to emerge as a leader among the student staff. Always on time with an enthusiastic attitude, she was pleasant to work with and an asset to the workplace environment.

One of the best qualities about Nicole is her willingness to share the knowledge she has gained with others. I have been able to personally count on her many times to help facilitate the training of new students in each of her positions. Her patience in teaching students with very little general work experience how to perform their tasks to the standards set by the Office of College Events was invaluable.

As such, I can without any reservations say that I highly recommend Nicole; she would be a strong addition to any company.

Please do not hesitate to contact me at the information provided above if you have any further questions.

Best Regards,

Samantha Gordon