

March 3, 2021

To Whom It May Concerns,

It is a pleasure to write a letter of recommendation for Wan-Yi for admission to the "Master of Computer and Information Technology" program at the University of Pennsylvania. As her supervisor at So-net Entertainment, I have known her for approximately six years. I have seen her demonstrate the skills and characteristics needed for this program and the potential to succeed in programming in academics and the workplace.

Wan-Yi excels in quantitative and analytical skills. I lead the mobile game marketing department which delivers digital products and relies heavily on digital advertising. Data analysis occupies an important portion of our daily tasks. Wan-Yi used data to set realistic project goals, make assumptions of performance, dig useful information, and accurately review performance. What particularly impresses me is that the reports she prepared were detailed and well-organized and pointed out aspects that could easily have been overlooked. While she may not be the most creative planner, her analytical skills are exceptional. I guarantee she has the abilities you request.

Wan-Yi showed good leadership and project management process. She understood the purpose of every project and did her best to reach each goal. She was able to decompose problems, organize solutions, and stay focused. When urgent situations could have impacted our product awareness, she made precise, quick decisions to resolve customer relations crises, even if she was off duty. Her slightly introverted character never held her back. Rather, I feel it caused her to be a better listener than others of her age, which contributed to efficient communication and effective conflict management. Under her leadership, project KPI achieving rates were high, and her projects never became a cause for concern. That was why I promoted her from a junior planner to a senior planner after just one year of onboarding.

Wan-Yi has a brilliant mind and a great attitude. I remember that when I was hiring a product marketing planner, she was the only candidate from whom I received a sincere letter expressing gratitude, eagerness to get the job, and reasons why she felt confident about the position. I saw a smart, earnest young person throughout the hiring process, so I decided on her even though she lacked experience at that time. She did not disappoint us. When she was onboarded, she was not familiar enough with Facebook and Google Advertisement tools, and per the feedback of other staff, she took the initiative to find mentors among her co-workers. She mastered the skills in a short time and set a stellar record.

I have watched Wan-Yi grow from junior to senior staff. She is smart, enthusiastic, modest, and eager to pursue her goals. These are must-haves to succeed in any field. I give her my highest recommendation with full confidence that Wan-Yi will be a success in her future endeavors.

Please feel free to contact me at [harry.liu@sonet-tw.net.tw](mailto:harry.liu@sonet-tw.net.tw) if you have any questions.

Sincerely,

Huang-Liang Liu

Director, PR & Marketing Business Division

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