



MAY 6, 2016

To Whom it May Concern:

It is my pleasure to write this letter of recommendation for Grace Brondyk. Grace interned at HMC Advertising under my supervision from January 2016 through April 2016. During that time I came to know Grace's remarkable skills, her strong work ethic, and her passion for strategic thinking and design.

During her months with HMC, Grace contributed to marketing research projects, client strategic planning, and content creation for strategic communications. For example, Grace managed research exploring attitudes, knowledge, and behaviors related to chronic disease for a client's public health communications plan. From this research, she also worked directly on developing target audience personas. During this project Grace demonstrated her ability to uncover key marketing insights and apply them in a smart and useful manner, as well as her ability to communicate information visually in a clear and appealing fashion.

While at HMC, Grace also collaborated with another agency intern on a semester-long mock re-branding project that allowed her to work with all departments within the agency. She contributed to every aspect of the comprehensive re-brand with a particular focus on research, brand strategy, visual identity creation, and creative asset development. The resulting portfolio is thorough, professional, and exemplary of the type of work we pride ourselves on at HMC Advertising.

Throughout our work together, Grace took the initiative to learn and contribute at every opportunity. She approached each project with intelligence and vivacity.

Given the opportunity, we would gladly hire Grace at HMC Advertising.

Sincerely,

JESSIE ANGUS, DIRECTOR OF PLANNING & STRATEGY