



March 31, 2016

To whom it may concern:

I am writing this letter to highly recommend Meredith Ponder. I have had the pleasure of working with Meredith as my Marketing Assistant for the past seven months. From this I have had a front seat to see her skills and knowledge be put to the test in the variety of projects assigned to her.

Meredith's great time management skills lead her to completing her assigned task on schedule, as well as the initiative to look forward at future projects. Working within a non-profit you become resourceful in accomplishing all the needed responsibilities to fulfill our mission. There have been several times when one of Meredith's main clients has created a new task that needed to get done quickly. With her flexibility and organizational skills she is able to prioritize to accomplish her preassigned duties to the level desired, as well as produce a completed project that satisfies her client's needs.

Another admirable quality of Meredith is her ability to analyze a situation and develop a process to complete the end result desired. There are times when our clients know what they want but not the process to get there, so we help them arrive at their anticipated outcome. One situation in particular was a client wanted testimonials on their product and service. To complete this Meredith developed a survey to be mailed to previous respondents, as well as phone calls to follow up. Once the surveys were returned she analyzed the results to put together an easy to read report. This report included ease of process, fulfillment, and prospective clientele to name a few, as well as the expected product, testimonials. Here she went above and beyond what our client originally asked for, giving them more insight to the needs of past and future purchasers.

Meredith also has a willingness to learn, diving into what needs done. For example, she directs our Google Adwords campaign. To start off she researched the product, learned best practices, created goals, and implemented our campaigns with a budget. She now monitors their status and updates as needed to give us the best return possible. Here she was able to find a path on her own to complete a project she did not have previous experience in and now has a new skill because of it.

It has continuously been evident that Meredith is passionate about the area of Marketing and Public Relations. She always has a smile on her face and is enthusiastic when working to expand her knowledge of her chosen career path. I can assure you that Meredith has had a positive impact on our organization and has exceeded our expectations for her position as an intern.

I am happy to highly recommend Meredith as it has been a pleasure seeing her drive and determination carry her towards her career goals. I would be glad to speak to you further about Meredith's qualifications.

Sincerely,

A handwritten signature in black ink, appearing to read "Jessica Johnson".

Jessica Johnson
Marketing Coordinator,
Prairie Rivers of Iowa