



To Whom It May Concern:

It's my absolute pleasure to recommend Audrey Ruliawan for an internship with your company. Audrey's communication skills, creativity, and willingness to take initiative are just a few reasons why she deserves to be and will excel as an intern. Since May 2020, Audrey has proven to be a diligent worker that can withstand and succeed during adversity. She was able to start her position during the pandemic and still find a way to increase our social media engagement by building a strong brand for the Union.

As the Student Union Marketing Assistant, Audrey is responsible for all social media platforms for the Student Union, along with creating graphics for any union related events or announcements. The speed that Audrey can work at is impeccable. She can turn around fun, innovative graphic designs most of the time in less than a day. She has worked on t-shirt designs, event print graphics, digital designs, student affairs newsletters, employee handbooks and so much more. I especially appreciate her vision and implementation of a cohesive social media brand and partner campaigns. She took the initiative to reach out to various departments and student organizations housed in the union to build relationships with them to enhance our Instagram engagement. If given a task Audrey will always put her creative perspective to it and make it special. She wants to see the team succeed and that's why I value her opinions and input on various projects.

In my career, I have worked with various marketing student employees, but I can say that Audrey has blown me away with her ability to effectively communicate her vision for the brand of the Student Union. I never have to worry about a task being done by Audrey, because she will always keep me in the loop on the status of our social media accounts. Her communication skills are not only amazing with me as her supervisor but with the hundreds of students she interacts with on social media. Through communicating instructions to giveaway contest winners or answering general questions, Audrey's customer service and bubbly spirit shines bright. Audrey is dedicated to building individual relationships with fellow Comets through social media and her photography around campus. Overall, Audrey is reliable, incredibly hard-working, and a great team player.

Without a doubt, Audrey is an outstanding student, employee and I highly recommend her to join your team. As a dedicated and knowledgeable employee and an all-around great person, I know that she will go on to be an impactful University of Texas at Dallas alumni.

Please feel free to contact me via email, mara.jackson@utdallas.edu or marajackson1913@gmail.com, should you like to discuss Audrey's qualifications and characteristics further. I'd be happy to expand on my recommendation.

Sincerely,

A handwritten signature in blue ink that reads 'Mara Jackson'.

Mara Jackson, M.Ed.
Assistant Director - Student Union
The University of Texas at Dallas