Michael R. Cox

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September 1, 2018

Mr. Jonathan Lee

Green Garden Groceries

12876 Goodwill Rd.

Grand Rapids, MI 49765

Dear Mr. Lee,

Rebecca Jacobson reported to me at the Fisher Corporation from March, 2009-August, 2017. She was a marketing specialist who worked in most areas of our company's marketing department.

As a marketing generalist. Rebecca contributed to marketing communications by writing press releases for targeted media, helping to set up trade shows, and developing the product message and marketing materials to attract customers.

She also worked with social media, setting up and monitoring our accounts with Twitter, Facebook, and various other social media sites. In this capacity, Rebecca was our social media presence online. She responded to customer needs and built an ongoing conversation with customers and potential customers. She coordinated with other employees to meet customer needs.

I enjoyed working with Rebecca. She was eager to learn new areas of marketing and did an excellent job expanding our marketing efforts to social media. Our Facebook reach increased by thousands after she started our account. Rebecca was also an excellent writer with a creative approach to developing our marketing materials.

A team player, Rebecca worked well with her colleagues in marketing. As a specialist with her time divided across many responsibilities, she balanced competing needs with humor and professionalism.

She was adept at identifying media outlets and achieving press coverage for our products. Rebecca was known to return from trade shows with information on hundreds of potential customers for the sales department to contact for follow-up.

I recommend Rebecca for any position that will draw upon her skills and her proven record of contribution to marketing. She was a remarkable colleague and contributor.

Call me if you need additional information. I'd be happy to tell you more about Rebecca's achievements at Fisher Corporation.

Regards,

Michael R. Cox