



February 23, 2010

Subject: Letter of Recommendation for Jonelle Kearney

To Whom It May Concern:

Fortune smiled on us when Jonelle Kearney walked through the doors of Dodier & Company in May 2003. Our firm provides marketing, advertising and public relations services to the shopping center and retail real estate industry nationwide. When we landed a high profile account that required a targeted, strategic public relations plan, we needed help from an outside expert. Jonelle came highly recommended by a colleague, and she more than lived up to her reputation. She not only helped plan and execute an enormously successful campaign for our new client, she was also instrumental in growing our public relations department and attracting new business.

Although the main criterion for Jonelle's hire was an expertise in strategic public relations, her writing and research skills are equally impressive. She has a knack for finding an interesting angle in any story, and crafting a compelling piece that captures the media's attention. This journalistic proclivity also enhances her ability to deal effectively with editors and reporters to gain media coverage for our clients. She readily embraces new advances in the field of communication, and was the first in our offices to point out the benefit of using social media outlets in our marketing and PR efforts.

As Jonelle's direct supervisor, I have had the pleasure of working very closely with her. And although her business attributes are exemplary, the vitality and warmth she brings to the workplace are beyond measure. Unfortunately, our industry was hard hit by the recession and our current list of public relations accounts is too small to keep her busy full time. It has been a joy to work with Jonelle, and I strongly and unequivocally recommend her for any position she would pursue in public relations, copywriting and/or editing. Jonelle would be an asset to any company fortunate enough to employ her.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Kasia Yuska', is written over a large, stylized blue circular graphic element.

Kasia Yuska
Director of Public Relations / Senior Copywriter