

September 1, 2022

Hello,

My name is Samantha Reeves, and I had the pleasure of supervising Madi Woods during her internship here at ENGAGE over the summer of 2022.

Madi was tasked with various marketing and communications tasks and made an impactful contribution to our organization during her time here. Here is an overview of her work for your consideration:

- **Social Media:** Madi was tasked with managing content for our corporate LinkedIn presence. She successfully created a content calendar and managed posts from starting drafts through publication using our social media management platform, Buffer. She tracked her work and managed her stakeholders to ensure posts were completed on time.
- **Earned Media:** Madi completed a thorough and insightful analysis of the earned media presence of players in our competitive space. She also identified thought leadership outlets for monitoring and tracking.
- **Content Creation:** Madi was able to jump into a variety of writing and graphic design tasks for social media, web and email marketing purposes. She took direction and feedback well and worked well within quick turnaround times.

In addition to being effective in her work, Madi has a positive attitude, strong work ethic and ability to jump in and be self-directed when needed. As Madi continues to grow in her education and career, she is sure to be an asset to her future endeavors.

Thank you,

Samantha Reeves  
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