



scottsdale center for the performing arts  
scottsdale museum of contemporary art  
scottsdale arts learning & innovation  
scottsdale public art

To whom it may concern,

I am pleased to commend Ariel Lipinski for her exceptional work during her internship at Scottsdale Arts as our Social Media Intern. Ariel's project-based internship required her to conduct thorough research and analysis across six distinct social media accounts, measuring audience behavior both online and offline, as well as competitor research. She utilized analytics tools skillfully, providing insightful reports on key moments throughout the high season and evaluating audience impact year-round. Her work culminated in a comprehensive strategy presentation to our marketing team, detailing a phased timeline and actionable steps for consolidating our social accounts into a unified presence—an integral part of our organization's brand evolution from a "house of brands" to a "branded house."

Ariel consistently demonstrated initiative, intelligence, and a high degree of self-sufficiency. Her insights and strategic recommendations not only aligned with our organizational goals but also provided valuable recommendations for platform expansion and content strategies to enhance audience engagement. I am confident that the depth of research, analysis, and strategic planning Ariel demonstrated here will serve her well in a future marketing career, and I would be pleased to recommend her for such roles based on her impressive contributions at Scottsdale Arts.

Sincerely,

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

Madison Nedved

Digital Marketing Manager