

To whom it may concern:

I worked with Amanda Keefe for nearly three years, directly supervising her work as a final editor at Influence & Co. Amanda was a vibrant member of our team, always willing to collaborate with others and flex her creative writing muscles to help account teams working to meet client goals. Outgoing, open-minded, and engaging, Amanda was capable of navigating a wide variety of conversations to meet various stakeholders' needs. Our department valued her ability to connect with others.

Amanda also brought strong writing and research skills to her work. A former reporter, she was able to review assignments objectively and identify holes where additional information or data was needed to strengthen an argument. She did a great job of connecting ideas and offering transitions, making others' content better. Her own writing was conversational and detailed, making marketing content more approachable and appealing.

As a direct report, Amanda stood out for one reason in particular: She was very coachable. She was eager to act on feedback and demonstrate her ability to incorporate it in her work. I was impressed by her willingness to absorb information and push herself further. She regularly identified standards and goals for herself and chased them, never resting on her laurels as an editor or writer.

Amanda would be an asset to any organization's content team, and I'm excited to see what she does in the future.

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