



45th Street at Madison Ave, New York, New York 10017

Tuesday September 24th, 2024

To Whom It May Concern,

It is my pleasure to recommend Mackenzie Snider, who worked as my Creative & Content Assistant from November 2023 to September 2024. Despite her relatively brief time with us, Mackenzie made an impact through her social media skills, creative insight, and commitment to our brand's growth.

Mackenzie served as both our junior graphic designer and social media coordinator. She was responsible for designing consumer-facing visuals across multiple channels, including emails and social media. In her role as social media coordinator, she expertly handled our social media accounts, creating content calendars for platforms such as Instagram, TikTok, Facebook, Pinterest, and Threads, while ensuring a cohesive brand narrative. She also collaborated closely with teams—Copy, Sales, Ecommerce, and Merchandising—to align content with broader business strategies.

Her contributions resulted in growth across our social platforms: an increase of 8.4K Instagram followers, a revamped Pinterest presence with 8.43K Pin Saves and a 129% increase in Average Order Value, and a Threads account that amassed 7,872 followers. Mackenzie also played a key role in enhancing influencer content and aligning our Facebook strategy with Instagram, which resulted in increased engagement.

Mackenzie consistently demonstrated creativity, out of the box thinking and a collaborative spirit. She is resourceful, eager to stay on top of social media trends, and excels in fast-paced environments. I am confident she will be an asset to any future employer.

Sincerely,

Nell Love

Artistic Director

Paul Stuart