



August 1st, 2021

Subject: **Recommendation for Shanaly Atchison**

To Whom It May Concern,

If you are looking for an experienced self starter who is a responsible “jack of all trades” to manage your organizations Digital Marketing initiatives, I highly recommend Shanaly Aitchison for your team.

Starting from scratch with our new business venture, Shanaly was able to quickly create and execute a holistic marketing plan to showcase our unique message in a professional manner on multiple mediums.

In her role as “Marketing Manager, Shanaly successfully created and manage the following with little to no supervision.

- New Website built in WordPress
- Shopify Integration for Online Sales
- Branding Guideline
- Social Media Content
- Marketing Research
- Blog Content
- Email Campaigns
- KPI Measurement
- Video Production
- SEO (Search Engine Optimization)
- Graphic Designs for Print and Web

Shanaly was a true asset to our organization during her time with us that unfortunately ended for reasons beyond her control.

I am confident her positive attitude and wide range of skills will be an asset to any organization.

Lyndon Smith

Owner of COPPERSMITHWEAR