

Mr. Ernie Sanders
Chief Marketing Officer
Globex Tech
55 Valley Road
Palo Alto, CA 95014

Dear Mr. Sanders,

I'm very pleased to recommend Alice for the position of Editor-in-Chief with Globex Tech. As a fellow IT Content Editor at CloudArk, I've worked alongside Alice for the past five years. Not only has she been a key player on our team, but she's also become a close personal friend. Alice's skills and leadership qualities would make her an invaluable addition to your information technology content development team.

While Alice has found success at CloudArk, helping increase our blog traffic from a few thousand to over one million monthly readers over her time here, she's looking to maximize her skills as a leader within a larger company. Our small start-up doesn't yet have the opportunities for leadership for which Alice is qualified. Alice is poised to step into a role of editorial management for a content program with the potential for global reach.

Alice can plan, create, and market IT content and build a global presence for Globex Tech. She's an excellent writer and editor with a facility for translating technical information into engaging content. She has used her knowledge of the tech world both to popularize CloudArk's blog and to develop a platform for educational training, including IT-related certifications, workshops, and webinars. She has her finger on the pulse of technological trends and provides content that's both useful and captivating to readers.

Alice marries her writing skills with a working knowledge of digital and inbound marketing. She works across social media, email campaigns, and other public relations outreach to effect viral engagement. Her last three posts across our social media platforms generated an all time high of 20,000 shares and helped bring in many unique visitors. In a leading position with your company, Alice would use strategic tactics, like search engine optimization and social media metrics, to take your web presence to the next level.

In addition to her professional qualifications, Alice has personal qualities that make her well-suited to leadership. She's naturally fallen into the role of "point person" that many of us go to with questions. She's not afraid to take risks and

often suggests new directions to explore. Alice was instrumental in introducing our educational platform for training, for instance, a direction that has proven to be very fruitful. She's committed to quality, growth, and progress, and she inspires her team members to strive for the same. In short, Alice is a person with vision.

On a personal note, Alice has become a close friend over our years of working together at CloudArk. She organized several social events for the company, like bar meet-ups and 5k races, helping to facilitate team cohesion and allowing us to form a great friendship. In fact, we're going trail running this Saturday. Alice's fun and friendly personality are just icing on the cake of her many other qualifications.

Alice has my highest recommendation for the position of Editor-in-Chief with Globex Tech. I'm excited to see the directions in which Globex Tech will grow under Alice's leadership. Please feel free to contact me for any further information. Thanks very much for your time.

Sincerely,

Robert Wordsworth
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