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To whom it may concern,

I met Iva when she was a Marketing Intern in our company during the summer of 2016. Throughout her internship in our company, I had the opportunity to work closely with her on several projects where she acted as a Marketing Assistant and Project Manager. Iva has grown tremendously under my mentorship. She consistently seeks constructive criticism of her work and applies everything she learns to every subsequent project. Iva is mature, driven, confident, knowledgeable and resourceful. She consistently thinks outside of the box and comes up with creative ideas.

Iva is able to thrive in fast-paced business environment and maintains her focus on company's objectives and goals. Iva does not hesitate to take initiative and offer a solution when she notices something that could be improved. She is intrinsically motivated, idealistic and very engaged. Because of her such strong characteristics, she created and implemented a plan to improve our website and make it more user friendly within the first two weeks of her internship. While Iva has never taken a coding class, she was eager to learn some coding as well as to add to her knowledge of WordPress.

Iva also took an important part in the company's social media marketing efforts. Due to Iva's successful management of the company's social media, she increased our Facebook page engagement by 60% and weekly total reach by 138% for a period of one month (June 12th until July 16th). Additionally, from June 3rd until August 3rd, she increased LinkedIn followers by twenty followers (i.e. by 7%). Iva took any opportunity to analyze the company's quantitative social media data in order to improve interactions. By analyzing which posts the audience responded to, Iva was able to garner more LinkedIn clicks and interactions (23 and 6 respectively) organically than we had been able to receive through a targeted sponsored ad at an earlier point of her internship.

Iva is an excellent team member and she can be described as hard-working, tenacious and passionate by her colleagues. She succeeds in going above and beyond the requirements of the project by leveraging her organizational and interpersonal skills to motivate her team members to reach a desired outcome. Iva is able to motivate and help her peers redesign and update all of the product spec sheets on our website. Concurrently, she successfully manages the company's interactions with the outside marketing company and promptly fulfills requests from our sales and account management team for marketing collateral. Iva has great communication skills and makes sure that everyone feels included in the project. Iva gauges the personalities of the members of her team and presents the project in a way that resonates best with each individual.

Iva's passion and aptitude for international marketing is very evident. She always keeps the customer in mind when creating marketing concepts and outreach programs. Iva created a marketing brochure for a member of the sales team which received an order of 100 mats within the first day. A week later, it had



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received 6 more orders. Iva's skill for creating engaging and beautiful marketing material that resonates with the target audience is obvious.

Iva would be an asset to any organization. During my acquaintance with her, she has been efficient, professional, organized and outstanding team leader. Her long-term goals are to be able to use her creativity to connect consumer goods to various cultures and demographics. Iva Boishin has my highest recommendation and if you need any additional information or clarification please do not hesitate to contact me.

Sincerely,

Huseyin Koca
VP of Sales and Marketing