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I feel delighted having approached by Iva to write her a recommendation letter and reflect my thoughts on the wonderful time I had being her supervisor for the summer of 2017. She has been one of the strongest and high performing interns I have supervised not only in her skill set but also her proactiveness in constantly looking for projects or asking questions to make the most out of her internship.

As an intern, her role was centered to support the growing business and pick on projects and lead them at the same time learning new tools and processes and applying them in her work. Her core responsibility was to update the monthly dashboards and provide a summary of the key highlights or trends that might have stood out for the month, I was amazed to see how quickly she picked up the task not only completing it on time but also asking insightful questions and giving a great summary that made further analysis easier.

Her flexibility to change her work schedule as well as proactiveness to ask for more projects gelled perfectly with the fast pace work environment of an agency. Where one day she could manage a complete website QA and send feedback, the other she would be pulling data and research for a PR initiative or competitive listening. Her willingness to jump into these projects quickly, picking up the work with a positive attitude and energy made her role pivotal in the team and a pleasure to work with.

Beyond her daily activities Iva was responsible for working on two self-starter projects. One of her projects "Comprehensive Study and Marketing Proposal for Scleroderma" showcased her excellent collaboration with her team as well as her clear thought process. She was very open to accept constructive feedback and apply them throughout the course of her project successfully bringing her key ideas and her team's best recommendations for the target audience and the campaign.

Her second project was her passion project where her choice of topic was VR and she did a thorough job of putting together research, ideas and application of the subject in the field of Analytics and Pharmaceutical. She was quick to approach me to get feedback and the development team to know their perspective as a subject matter expert. The two things that stood out most to me about both her projects was how thought provoking and well laid out were her ideas and her inclusion of ethical reasoning and concerns around both the topics. This was very evident in her presentation to the larger team where she effortlessly stood her



ground put forth her reflection of the topic at the same time encouraging and appreciating team feedback and comments.

I would like to reinforce my support for whichever next path or career Iva wants to pursue I am sure she would excel and strive to do it to the best of her ability. Please don't hesitate to call or email me for any further information.

Thank You.

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