

January 25, 2019

To Whom It May Concern:

I'm writing on behalf of Abbi Sandmann regarding the position of interest. Abbi is a talented and hardworking creative professional.

Abbi was one of our copywriting/creative interns at Superfly this past fall and managed to contribute a lot to both the work and the team. She worked mainly on our agency-side clients Citibank Entertainment and JEGS, helping to brainstorm and bring to life creative campaigns for social media and beyond.

Abbi has great research skills and, for both clients, was able to quickly learn and understand their distinct brand objectives and markets. She has a knack for writing headlines and post copy, along with an eye for photography and design. On a number of occasions, I was impressed by her abilities to assimilate client feedback and offer solutions.

I would definitely work with Abbi again in a professional environment and am happy to recommend her to future employers. I have no doubt that she'll continue to succeed in her endeavors while helping clients reach their goals.

Feel free to reach out for any further information.

Kerry Keady
Senior Copywriter, Superfly
kerry.keady@superfly.com
(847) 987-2038

April 15, 2019

To Whom It May Concern:

I am writing regarding Abbi Sandmann who I have worked with for two years. As her store manager, I simply cannot express the kind of associate and person Abbi has been for our team. She comes in every day with a great attitude ready to work and get down to business. She is one of our seasoned associates so she really works every part of the business. She can do anything and everything asked of her, and does it 100% each time. I know she will bring an energetic and fresh vibe to any team or group setting. We are extremely lucky to have had her at the store level and know she would be a great asset to the next team, as well. No matter what is asked of her, she does it well, and with tempo and urgency.

I have worked closely with Abbi and have gotten to know her and her hopes for the future. I have watched her shine and preform all the things that are asked of her and more on a daily basis. She truly takes feedback and runs with it. She puts it into her every day roles and responsibilities and does not need further coaching. She truly is one of the best associates on the team. She works well on her own but is also a great team player.

Abbi will always do as she is asked and listens to our feedback. She takes it and applies it immediately. She will introduce our rewards program, and not be pushy, but inform the customer of benefits to get the sign up. She truly does this in a natural way that puts the customer at ease. She also is great at getting the data captured, even when busy and there is a line. She also keeps her area clean and creates the sense of urgency when completing any of her projects or responsibilities for the day. She can also complete tasks quickly, such as getting out new products and remerchandising as she goes, but also watching the line to see when a new customer needs her. She is very aware of her surroundings.

Abbi does not need much help when dealing with issues or customer concerns. She is great a problem solver and knows how to help the customer without involving a manager. But, she definitely knows when she should call one up to calm the situation before it escalates. She is good at reading the customer and helping by anticipating their needs.

Abbi is interested in the entertainment industry and has really strived to take on new roles and internships, but also juggles school, and working here 20+ hours a week. She is a quick learner, and will definitely take the information given to her and apply it. She has the drive and dedication it takes to further her career in anything she puts her mind to. I know she will be successful in her next phase of life.

For all of these reasons, I think Abbi will make an amazing addition to your team. She is truly an asset to our team here at Fremont. I am here for you if you have any further questions. Please feel free to contact me at 815-791-2118.

Sincerely,

Mandy Tutt
Store Manager DSW
dsw29491@dswinc.com
815-791-2118