

Virtual Private Library
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To-Whom-It-May-Concern:

As the Executive Director of the Virtual Private Library, I have been Melissa Barker's immediate supervisor, overseeing her work as a Marketing and Public Relations Specialist. In this role, Melissa designed and implemented a highly successful social media marketing campaign for the Virtual Private Library, which included the production of a widely viewed five-star rated promotional YouTube video called, "The Virtual Private Library and the Deep Web," as well as a popular feature article entitled, "Top 10 Internet Search Tips."


Her innovative and substantial contributions in social media marketing and search engine marketing were instrumental in increasing both the quality and quantity of the traffic to the Virtual Private Library, breaking long standing records for the total number of visitors in a day and newsletter and column downloads.

By using her Internet marketing and public relation skills at a variety of social networking and other social media sites, she improved our brand recognition and positively influenced the opinions of Internet users about the Virtual Private Library. For example, she participated in numerous discussion groups, blogs, and other social media, providing helpful information and recommendations about our resources and services. Melissa also created a new section in the Wikipedia topic "Internet research," which specifically references our Web site, helping to optimize our ranking in search engine results.

I found Melissa to be a highly creative, intelligent, conscientious, hard-working, and pleasant to work with. She demonstrated a knack for marketing and public relations, with unique insights into our consumers' needs and was adept at crafting innovative solutions to satisfy them. She is a skillful communicator, with strong verbal, written, and digital communication abilities.

I highly recommend Melissa and would be happy to entertain any questions about her qualifications.

Sincerely,



Marcus Zillman, M.S., A.M.H.A.
Executive Director of the Virtual Private Library