



March 3, 2021

ATTN: Hiring Manager  
Re: Jasmine Frink

To whom it is concerned,

I am writing with regards to Jasmine Frink, who is currently seeking employment with your organization. Jasmine worked for me for 5 years first as a Marketing Consultant and then as the Marketing and Special Projects Director. Jasmine used her marketing knowledge to identify target markets along with her research skills to arm our sales force with the information to engage those markets. She also performed the role of Special Projects Director and ran point on multi-faceted campaigns both regionally and state-wide. In her time with us she helped in the development and execution of campaigns totally over \$2,650,000 in non-traditional revenue.

There are 3 characteristics that stand out when I look at her contribution to our team.

The first characteristic is empathy. Her ability to connect with people and form relationships was immediately apparent. Internally, she has the ability to relate to each level of employee on the team. She has the respect of her peers and the trust of management. Externally, she is excellent with clients and represents our team with skill and professionalism.

The second characteristic is that Jasmine is proactive. She engages in her job and looks for ways to get involved. That resulted in Jasmine being trusted with responsibilities atypical to her position. For example, she was given the leadership role of running a weekly meeting of Senior Management at the station that focused on the strategy, direction, and execution of our key initiatives.

The third characteristic is ownership. Her follow through and accuracy have been invaluable to our team. She is detailed and precise further entrusting herself to her coworkers.

For further information on Jasmine, feel free to contact me at 803-447-1175 or at [jfarmer@wach.com](mailto:jfarmer@wach.com).

Sincerely,

A handwritten signature in black ink, appearing to read "John Farmer", with a long, horizontal flourish extending to the right.

John Farmer  
General Sales Manager

cc: Personnel File