



Recommendation Letter

Brisa Ayub
Senior Director of Global Marketing
Wonder Workshop

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To whom it may concern,

It is with much pleasure that I take this opportunity to write a personal recommendation for Vidya Kannappan. Vidya was an intern of mine for over a year at Wonder Workshop, an educational technology company in California.

Vidya was a diligent intern with a diverse skill set, attention to detail, and strong organizational skills. All of which proved her to be successful in her assigned projects and tasks. Vidya was quick to learn new skills and was open to challenging herself with new ideas, processes, and feedback.

During her time with our company, Vidya proved herself to be more than capable and was given the lead on several projects. Vidya was a key player in building out new wireframes for new web pages, supported our social campaigns with original content, and supported the team in designing new marketing assets for a bi-yearly educational summit. In addition to the various projects listed previously, she also helped to take the lead on a couple animated “how-to” videos to support users with a new product. Vidya often used a data-driven approach to prove the successes of projects she was assigned, presenting to the team weekly performance metrics of her projects.

I know she has the necessary skills and expertise to perform the duties assigned to her in a timely manner. I am confident she will apply the same enthusiasm and quality of work in her future endeavors.

Sincerely,
Brisa Ayub