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To whom it may concern:

I had the great fortune to manage Addie Whelan this summer during her time with us as a communications intern in the corporate marketing department. Addie is an incredibly hard-working and talented individual who is very mature for her age and exhibits enormous depth and knowledge related to writing, publicity and social media.

She not only completed all assigned tasks early but with an attention to detail that left me speechless. Her ability to transform concepts and ideas into both written and visual pieces while maintaining branding elements and company voice makes her a wonderful candidate for any communications or public relations position.

During her time here, Addie worked in many areas of our communications team including social media, blogs, press releases, retail and consumer marketing materials, creative elements for online platforms and competitor and market research. She wrote blogs, designed blog and social media headers for our social media sites, online websites and for events we were involved in such as the National Senior Games and Starkey Hearing Foundation's *So The World May Hear Awards Gala*.

A big project Addie took the lead on was helping to develop a print and online pamphlet designed to educate and assist teachers in helping students with hearing loss succeed. She researched, wrote and edited the content, created an outreach plan and helped pitch the final piece to our Foundation's LA program—Listen Carefully. Listen Carefully is now taking that content and using it in their upcoming campaign with Scholastic. Addie was also asked by the Listen Carefully team to freelance during her time back at school this fall due to her writing style and Facebook advertising skills.

Addie also worked with three other interns for two months to help us develop social media for 20 international partners, wrote four blogs, developed social media posts for our six social media pages and wrote sample feature stories. She is a strong writer with the ability to write for various demographics and who can change her tone from casual to professional easily. Addie was never afraid to ask questions and was always open for editing and criticism. She always asked how she could help and was eager to sit down and discuss how she could improve her skills. Part of the later included writing feature stories for me to edit outside of the office and then editing and rewriting blogs I found for her online.

With such a diverse set of skills, an eagerness to learn and improve and a hard-working, determined personality, Addie would make a wonderful addition to any communications or marketing team.

If you have any further questions regarding Addie's ability or time during her internship, please do not hesitate to contact me using the information above.

Sincerely,
Sarah Bricker