



Recommendation Letter

To whom it may concern,

This letter is written to attest that Erin R. Uken has participated in and successfully completed the Motorsports Marketing & Partnerships course, delivered through ELVTR and taught by Guido Hakkenberg.

Throughout the course, Erin R. Uken has demonstrated a deep understanding of the material covered in class. They have made significant contributions through group discussions, assignments, and the course project. Erin R. Uken showcased a strong grasp of topics such as building a brand strategy, merchandising, licensing, social media and content marketing, and event marketing.

In particular, Erin R. Uken excelled in the application of the motorsports marketing mix and the development of a personalized brand strategy and identity. Their project on creating a global marketing campaign for motorsports was well-researched and demonstrated a comprehensive understanding of the industry's dynamics.

Erin R. Uken has also shown excellent skills in leveraging data analytics to optimize marketing strategies and sponsorship opportunities, as well as understanding the legal and ethical considerations in motorsports marketing. They were proactive in applying theoretical concepts to real-world scenarios and consistently exceeded expectations in completing assignments.

Feedback and peer discussions have played a key role in this course, and Erin R. Uken took full advantage of this, consistently iterating on their ideas and refining their work. They have demonstrated a collaborative and engaged attitude, which was evident during workshops and in the execution of their project assignments.

It has been a pleasure working with Erin R. Uken, and their performance in this course, combined with their dedication and enthusiasm, has left a positive impression. I am confident that Erin R. Uken will continue to excel in the motorsports marketing field and make a meaningful impact in the industry.

Signature: Guido Hakkenberg

Guido Hakkenberg

Date: 29/04/2025



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CERTIFICATE *of* SIGNATURE

REF. NUMBER
KXO5K-TPA83-WWRBG-BMUQF

DOCUMENT COMPLETED BY ALL PARTIES ON
30 APR 2025 19:37:03 UTC

SIGNER

GUIDO HAKKENBERG

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SHARED VIA
LINK

TIMESTAMP

SENT
29 APR 2025 14:18:36 UTC

VIEWED
30 APR 2025 19:36:15 UTC

SIGNED
30 APR 2025 19:37:03 UTC

SIGNATURE

Guido Hakkenberg

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LONDON, UNITED KINGDOM



To Whom It May Concern:

I am writing to highly recommend Erin Uken for any future employment opportunities within your organization. Erin has been the Advertising and Public Relations Manager at BlueWater Resort and Casino for the past year, and in that time, she has demonstrated exceptional knowledge in all aspects of marketing, exceptional efficiency, and remarkable project management skills.

Erin's expertise in marketing is truly outstanding. She has a deep understanding of the ever-evolving marketing landscape and has consistently demonstrated her ability to adapt to changing market trends. Her strategic insights, creativity, and data-driven decision-making have been invaluable to our organization. Erin's work has played a significant role in elevating our brand's presence and engaging our target audience effectively.

One of Erin's most remarkable achievements during her tenure at BlueWater Resort and Casino was her role in reviving our entertainment plan. After a two-year hiatus, Erin took on the challenge of building a new entertainment plan from scratch. Her vision, dedication, and meticulous planning led to the successful hosting of live concerts and events, which were met with tremendous success. Her ability to coordinate various aspects of the project, from talent booking to marketing strategies, was impressive, and the result was a significant increase in both attendance and revenue.

Erin's efficiency is also worth noting. She is known for her exceptional time management and organizational skills. She consistently meets deadlines and is always ready to take on new challenges. Her proactive approach to problem-solving and her ability to lead a team with determination make her a valuable asset to any organization.

Furthermore, Erin's interpersonal skills and professionalism are commendable. She is an excellent communicator and a team player who collaborates well with colleagues, vendors, and partners. Her ability to build and maintain positive relationships has been crucial in our business partnerships and public relations efforts.

In summary, Erin Uken is an exceptional professional who possesses a deep knowledge of marketing, outstanding efficiency, and impressive project management skills.

I have no doubt that Erin will be a valuable asset to any organization lucky enough to have her on their team. If you have any questions or require further information, please do not hesitate to contact me at len.michele.habig@gmail.com or 928-605-2889. I am more than willing to discuss Erin's qualifications and accomplishments in more detail.

Thank you for considering Erin Uken for any future opportunities within your organization. I am confident that she will make a significant positive impact, just as she has at BlueWater Resort and Casino.

Sincerely,

Michele Habig

Former Director of Marketing, BlueWater Resort and Casino



May 30th, 2024

To Whom It May Concern,

It is my pleasure to write this letter of recommendation for Erin Uken, our Advertising Public Relations Manager at BlueWater Resort & Casino. As the Food and Beverage Director, I have had the distinct pleasure of working closely with Erin and have been continually impressed by her exceptional communication skills, organizational abilities, and adeptness at managing multifaceted tasks.

Erin excels in both internal and external communication. She effectively conveys essential information within our organization, ensuring that all departments are aligned and informed. Her ability to articulate ideas clearly and concisely has been pivotal in maintaining smooth internal operations. Externally, Erin represents our brand with professionalism and charm, fostering strong relationships with various stakeholders, including media outlets, community organizations, and business partners.

One of Erin's standout qualities is her organizational prowess. She has successfully managed large-scale entertainment events, coordinating efforts across different departments to ensure seamless execution. Erin's meticulous attention to detail and her ability to gather and process the necessary documentation have been critical in the successful delivery of these events. Her knack for delegation ensures that each team member is utilized to their fullest potential, resulting in a cohesive and efficient operation.

Erin is a master multi-tasker, effortlessly juggling multiple responsibilities while maintaining high standards of performance. She has implemented daily, weekly, and monthly rhythms for her team, releasing deadlines and information that keep everyone on track and informed. This structured approach has been instrumental in enhancing our overall productivity and ensuring that projects are completed on time and to the highest standards.

In addition to her organizational and communication skills, Erin has a profound influence on our business strategy. She continuously develops and refines our public relations strategies, ensuring they align with our overarching business objectives. Erin's ability to plan and execute events with precision has significantly boosted our brand's visibility and reputation.



In conclusion, Erin Uken is an invaluable asset to our organization. Her exceptional communication skills, organizational expertise, and ability to manage complex projects make her an outstanding Advertising Public Relations Manager. I wholeheartedly recommend Erin for any role that requires a dedicated, skilled, and reliable professional.

Sincerely,

Daniel Frank

Food and Beverage Director

BlueWater Resort & Casino

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Food & Beverage Director