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Subject: Letter of Recommendation for Amy Dillon

I am pleased to provide this letter of recommendation for Amy Dillon, who served as Creative Director, Brand Marketing & IT at Emerald Scientific for four years. Throughout her tenure, Amy demonstrated exceptional skill and dedication, effectively balancing the demands of two critical departments while making valued contributions to the company.

In her IT role, Amy expertly managed a highly complex technology infrastructure, ensuring system stability and efficiency. In addition to managing the day-to-day technical demands of employees, she worked closely with external contractors and teams to implement essential upgrades to our B2B sales platform, integrating back-end functionality to enhance performance, user experience and data collection. Her efforts to optimize our use of Salesforce significantly improved both internal processes and customer relationship management. Amy is highly capable of thinking outside of the box to approach roadblocks and challenges with creative and unconventional solutions. Amy consistently maintained budgetary discipline, ensuring that resources were allocated efficiently to maximize results.

Simultaneously, Amy led our marketing initiatives, developing and executing strategic campaigns that aligned with our business objectives. She designed impactful sales support materials, managed key marketing activities, and upheld our brand strategy across all platforms. Her collaborative approach enabled her to work effectively with other managers and C-suite executives, ensuring that IT and marketing priorities aligned with the company's broader goals.

Amy's ability to juggle the diverse responsibilities of both departments while delivering high-quality results is a testament to her organizational skills, strategic mindset, and dedication to excellence. I have a great amount of respect for Amy. I am confident that her expertise and leadership will be a valuable asset to any organization.

If you have any questions or would like additional information, please feel free to contact me at 805-235-5353 or slokblake@gmail.com.

Sincerely,

Kirsten Blake
President
Emerald Scientific

