

June 28, 2012

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To Whom It May Concern,

It is both my honor and privilege to write this letter of recommendation for Carrie Davis. I have had the opportunity and pleasure of working with Carrie in the capacity of a Volunteer for the Retail Partners and Affiliates Department at the World Vision organization over the last year and a half. During this time I have witnessed first-hand Carrie's compassionate leadership abilities and creative marketing talents. She is extremely team oriented with the ability to see the big picture and sets priorities accordingly.

Her work is highly organized and detail oriented while performing in an environment that is constantly and rapidly changing. Carrie has a great amount of knowledge and experience in developing and implementing both short and long term marketing strategies; effectively engaging with diverse populations of volunteers, departmental staff, cross functional teams, and third party vendors. Much of her work is in the area of collaboration with management and staff to develop marketing communications and plans for the Retail Partners and Affiliates Department or other marketing programs. This includes campaigns such as social media, eNewsletters, blogs, information portals, and online digital training modules.

I have observed her ability to effectively lead and train others such as interns, volunteers, and other new employees. She is truly gifted in her dedication to helping others and has strong leadership abilities. I would highly recommend Carrie for more advanced leadership roles in which she can continue contributing her highly sought after human relation skills coupled with her creative marketing approaches. She would be an asset to any company and to any department or team looking to find an outstanding marketing and communications counterpart. Please feel free to contact me directly at 253.344.1658 or by email at christinealewis1@gmail.com should you have any questions.

Sincerely,

Christine Lewis
World Vision, Business Analyst