



Letter Of Recommendation

I am pleased to write this letter of recommendation for Ms. Ritu Sharma, whom I have known since (Mention month, year – e.g. December 2020) in my position at ABC Company. In our association of all these years, I recognize her as an intelligent and assiduous person who is eager to learn and willing to perform with best of her abilities.

She enjoys exploring new things, keeps herself abreast with the latest technological trends and to improve her theoretical and practical understanding regularly takes up relevant projects and coursework. While working on any project she strives to be well-organized and has the ability to implement professional-level planning for execution of the assigned tasks. In addition to her organizational skills, she also exhibited incredible communication skills, interacted confidently with multiples stakeholders and coordinating effectively kept everyone well-informed around the latest updates.

Ritu pays attention to all the instructions and diligently follows guidelines given during the initial brief; a quality which I feel allows her to meet the requirements associated with a task. In nutshell, over the years, she has amazed me with her remarkable development as a professional and I am glad to witness a complete transformation in her personality, from being a shy and indecisive team member to a focused individual who is ready to take dive deep into the field of her interest.

As her reporting manager, I have closely monitored on many projects and particularly liked her contributions during a media campaign wherein she was solely responsible for Google search and Social media search. Being new to digital marketing, it was a daunting project for her as there were tasks involved which she did not has any prior knowledge about. However working quickly on her technical skills, she learnt the related concepts, successfully achieved the required quality benchmark and came up the learning curve in relatively short period of time. Additionally, during this project she was actively involved in various planning and refinement sessions and overcame multiple obstacles to complete her deliverables timely. While her overall performance in this project met all the expectations, I especially admire her learner's attitude and ability to come up with relevant suggestion despite her being a fresher at that point in time.

I think Ritu nurtures the capabilities and the skill-set, which is a pre-requisite for this course, is equipped with the relevant experience and it will add another dimension to her professional career in Marketing. Hence, I strongly support her choice and recommend her wholeheartedly.

Surya Desai
(Mention Designation)
(Company)