

March 31, 2021

Dear Sir or Madam:

It is with great privilege that I write this letter for Mark Valeri. I have worked with Mark since January 2020 in the University of West Florida's College of Business. Mark's exceptional graphic design skillset was critical to my department's delivery, and his innovation and digital dexterity were tested, and validated, during the tumultuous year with COVID-19. His combination of graphic design skill, an understanding of branding, and digital expertise make him a promising candidate for whatever career he pursues.

Mark was selected for his current role to help us visually share the story of the UWF College of Business. We needed someone in the graphic design field who could effectively communicate across marketing platforms. He rose to the occasion, in particular shining with his video production. He has created many printed and digital posters, designed social media graphics, produced many, many videos, and led a number photography shoots. Clients have been overjoyed with the material he has produced, and his work has helped us reach our event and program participation goals. I owe the success of our events and our ability to meet the marketing demands of the college in large part to Mark.

His skillset has also allowed our department to expand our communication portfolio. We were able to dynamically share our story through the use of more digital mediums, and I trusted Mark to complete tasks on-time and to be well-executed. He is adaptable and collaborative. He has helped us consistently create efficient, relevant, and effective creative material.

I highly recommend Mark Valeri for your organization. He is a team player and has a proven track record of graphic design success. Should you have any questions about this recommendation, my contact information is listed below.

Warm regards,

Annina Dahlstrom

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