

To Whom It May Concern:

It is with great pleasure that I present this personal recommendation for Lottie Staggs. I have had the distinct privilege of working alongside Ms. Staggs at Children's Hospital Association (CHA) on several ambitious creative endeavors of which she served as creative lead.

In addition to her job duties as product development coordinator, Lottie also served a pivotal role on our marketing team, aiding in not only building and maintaining key client relationships, but also the creation of a more cohesive visual brand personality. This naturally led to Lottie ambitiously stepping-up to serve as creative lead in various capacities working on a range of projects from video to the web. With that, she was instrumental in conceptualizing and producing several impactful creative pieces. During her tenure, we saw a marked improvement in the overall design of our content, materials and marketing collateral and a greater awareness of our offerings amongst our clientele. I attribute this result directly to Lottie's guidance and contributions.

Lottie is an exceptionally-talented and driven creative visionary with a range of skills in visual design and creative direction across all forms of media. She is passionate and knowledgeable about creativity and design, and further delivers the "whole package" with a professional work ethic and superior project management skills. Lottie is also a highly-collaborative, self-starter who is able to effectively present creative ideas and communicate the benefits.

On top of all that, Lottie is a joy to work with, tackling projects and assignments with courage and dedication, a calm demeanor, and always with a smile.

I highly recommend Lottie as a "Best in the Business" professional who would be an indispensable asset to any creative team.

Sincerely,

A handwritten signature in black ink, appearing to read 'Beau Liddell', with a long horizontal line extending to the right.

Beau Liddell

Director, Interactive Application Development

CHILDREN'S HOSPITAL ASSOCIATION

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