

June 20, 2010

To Whom It May Concern:

It is with great pleasure that I write to you regarding Mr. Scott Burnham and his abilities. I will state upfront that he is an intelligent, competent, forthright and a multi-talented young man. Having worked with Scott for almost a year now on a nearly daily basis, I can attest to his diverse skill set as well as his professionalism.

As a principal partner with **mo** (a small PR, marketing and visual branding firm based in Ferndale, MI), we work closely with Scott to create and execute a fully integrated campaign on behalf of WellnessMats. I would be understating it to say that Scott was anything other than an essential asset to the project team; without his input, creativity and swift execution, the campaign could not be the success it has been to date.

Despite his youth, Scott's maturity and breadth of experience allows him to perform at a high level in many marketing capacities; he is able to lead and oversee multiple projects, to delegate responsibility among other team members, and to provide creative input and execution in the project. Scott is utterly personable (an essential trait) and, perhaps more importantly in a teaming environment, he is the consummate team player. This is a much-needed and utterly valuable character in an individual, and in my experience, I have found that it cannot be taught. The multi-channel marketing environment calls for that open communication and synergy. I would feel comfortable with Scott managing our most important accounts. It is a pleasure working with him on a daily basis.

Scott has the rare talent of being able to assess a situation quickly, create a strategy to solve or resolve a situation and execute it with ease. He is proactive in solving problems, is able to take as well as offer constructive criticism. Scott is bright and energetic, and it shows in his very manner. He is both a very diligent and nimble worker at every project level. He takes all responsibilities very seriously, yet has enough perspective to retain a great sense of humor when dealing with high-pressure situations. Scott always shines and, in turn, so does the client and the project.

Scott has exceeded our expectations as a marketing partner; his ability to synthesize and distill essential information quickly and then apply his creativity coupled with a sense of realism and perspective to any problem solving situation makes him a leader.

I am very confident in offering this recommendation on behalf of Scott Burnham. Should you have any questions regarding Mr. Burnham, please feel free to contact me at your convenience.

Sincerely,

Blake Moore, **mo**
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