



PennState

College of Communications
The Pennsylvania State University
201 Carnegie Building
University Park, PA 16802-5101

November 1, 2018

Ms. Catie Grant
Director, CommAgency
Donald P. Bellisario College of Communications
Penn State University

RE: Erica Evans

Dear Catie:

I am writing this letter to recommend Erica Evans for an internship with CommAgency Video in the Spring 2019 semester. While I have not known Erica long, I have had the opportunity to observe her performance as one of her professors at Penn State University. She is currently a student in my Advertising Campaigns capstone class and is starting to become involved with our AAF NSAC campaign for Wienerschnitzel.

Erica possesses the skills, creative insight, and drive to be a valuable contributor to CommAgency, even as an intern. She is bright, energetic, understands strategic communications, and has demonstrated the ability to work in a collaborative team environment to develop solid thinking for advertising campaigns. As a former Chief Operating Officer of an advertising agency, these are traits that I always looked for when hiring our people.

In my campaigns class, she helped guide development a very sound brand analysis as a strategic backdrop for her team's upcoming Puma campaign. She is smart, diligent and a hard-working and willing learner. She also has some background in video production from high school and brings an expertise with Final Cut Pro.

Last summer, Erica had an excellent internship with Advanced Robotics in Pittsburgh, PA where she gained further experience with Adobe graphics and the ARM website. All skills that should benefit her with CommAgency Video.

I believe that Erica demonstrates the maturity, work ethic and skills to be a successful intern with CommAgency. If I can answer any specific questions regarding Erica, please feel free to contact me at the address below.

Sincerely,

A handwritten signature in blue ink that reads "KE Yednock". The letters are cursive and somewhat stylized.

Kenneth E. Yednock
106 Carnegie Building
University Park, PA 16802
E Mail: key2@psu.edu
Phone: 814-865-3481