

PARK WEST®

29469 Northwestern Hwy

Southfield

Michigan

48034

To Maja

RE: Sales Employment Reference – Nazreen Herman

It is with great pleasure that I strongly recommend Nazreen Herman for a Marketing and PR position. I directly supervised her on cruise ships for Park West Gallery, and was continually impressed with how she not only got the job done, but came up with new & innovative ways to increase sales & attendance while building long-term relationships and rapport with clients.

Nazreen is one of the most confident, driven, dedicated sales & marketing representatives I have ever met. She has a competitive spirit, but never stoops to "low blows" to get a client. Always with an eye on the long-term, her goal was to seek out and engage passengers who are a good fit for the auctions through one on one contact and marketing. She did so successfully and consistently, when working with Nazreen I never had to be concerned about attendance at my auctions as I was confident in her ability to draw people in. During the year she worked under me, Nazreen also set the department sales record. Nazreen is polished and engaging without appearing slick or rehearsed - both qualities that are hard to come by in marketing & sales representatives. She has excellent communication skills and her presentations were interesting and to the point sprinkled with humour. She is fun to be around, and never seems to run out of energy.

I miss having Nazreen on my sales team and would hire her again in a heartbeat. She can be relied on & has a work ethic bar none!

Please feel free to call or email me if you would like more information.

Sincerely,

Lee-Ann Albers
Art Auctioneer



PARK WEST GALLERY

Contact Details: +2784 553 5593

E-mail: leeann.albers@gmail.com