

To whom it may concern:

I would like to recommend Melissa Maxwell as a candidate for a position with your organization. I had the pleasure of working closely with Melissa for about 2 years during my tenure at Entercom Radio as a corporate Social Media Strategist.

My first interaction with Melissa was when she spoke up during a digital strategy session with a high-powered consultant and explained to the group that in order to succeed on social media, you have to “be a magnet, not a megaphone.” This quote was so insightful it ended up becoming the mantra adopted not only by that consultant but by Entercom Radio as a whole.

In her position as Promotions Director and Digital Media Specialist at Entercom Sacramento, I worked with Melissa from a corporate standpoint to create and execute a social media strategy within a local market. Melissa had a lot of great ideas to offer and was very collaborative to work with. She has great leadership skills and I could trust her to roll out and monitor initiatives in her market with little oversight. As a result of her dedication to success, Sacramento consistently outperformed even our largest markets.

She is not only a strategic thinker, who has experience in all areas of digital marketing and promotions, she is extremely organized, has superb attention to detail, is very hardworking and is able to follow through to ensure that the job gets done right. She can analyze complex data and truly connect the dots in ways few others can and was a visionary in our organization when it came to social platforms and driving engagement through social, text, email and many other channels.

Melissa would be an asset to any employer and I recommend her for any endeavor she chooses to pursue.

Sincerely,

Emily Thousand

Affiliate Success Manager

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