

July 10, 2018

To Whom It May Concern,

It is my pleasure to provide this letter of recommendation for Natalia Vavilina as she pursues new opportunities in her professional career. As a Senior Lecturer of Digital Marketing at South-Eastern Finland University of Applied Sciences in Mikkeli, Finland, I taught Natalia on several courses such as e-marketing and selling in digital economy and digital marketing communications. I also supervised Natalia's thesis focusing on social media marketing. Her thesis received the highest grade (5) according to thesis evaluation criteria with the evaluator's additional comments on excellence in innovativeness, personalized touch, creativeness and the fact that commissioning party benefitted substantially from the results of the thesis. Throughout her studies, she performed outstanding self-management and communication skills and hard-working attitude.

Natalia impressed me with her passion for digital marketing and intellectual curiosity. Given her background in studying and living abroad, I'm confident that she would make an excellent addition to your company. Natalia is a talented character, who gave insightful commentary in lecture discussions and assignments. She is a hard-working, proactive young lady with excellent team-working and social skills. She has gone the extra mile to provide insights to her colleagues on digital marketing in the commissioned assignments done at the courses. I have no doubt that Natalia would make an outstanding work as a marketing professional at your company. Please don't hesitate to contact me for any more information.

Sincerely,



Pia Jääskeläinen
Senior Lecturer, Digital Marketing
pia.m.jaaskelainen@xamk.fi
+ 358 40 667 2190