

SOFITEL

HOTELS & RESORTS

SYDNEY WENTWORTH

Sofitel Sydney Wentworth
61-101 Phillip Street
Sydney, Australia 2000
13th June 2018

To whom it may concern,

I am writing this letter to recommend Solenn Cohen in the field of Marketing. I had the distinct pleasure of supervising Solenn for a period of 5 months as she completed a full-time internship as part of her Business School studies. She is a highly skilled professional who has been able to apply the theoretical knowledge she has learned to a practical working environment.

Solenn undertook an international student internship and adapted seamlessly to the Australian work culture, which enabled her to easily integrate within the Marketing Department at Sofitel Sydney Wentworth. From the beginning, I was impressed with Solenn's enthusiasm and desire to learn. She quickly developed a clear understanding of the varied tasks involved within the Marketing department and took the initiative to undertake several tasks independently. Her solid English language skills combined with her strong desire to learn and develop enabled her to complete tasks efficiently and accurately. Solenn assisted the Marketing department with ongoing tasks including; social media planning, community engagement, creative brainstorming, graphic design, website content management, photoshoots, copywriting, content creation, and eDM design. Her support was vital for the successful execution of many digital marketing campaigns aligned with major partners and sponsors within Sydney's arts and culture. Her introduction to relationship management of hotel partners will enable her to pursue further opportunities in business relations.

Solenn was a greatly valued member of the Sofitel Sydney Wentworth team, and I am confident that she has a successful career in Marketing ahead of her. I would like to reiterate my strong support for Solenn's academic and professional pursuits. Solenn is a talented young woman driven by a strong work ethic, passion for excellence and creativity in marketing. Please do not hesitate to contact me for any further information. Thank you for your time.

Sincerely,



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