

MARYGROVE COLLEGE



January 26, 2015

To Whom it May Concern,

Please accept this letter of reference for Ryan Shattuck for future Social Media job opportunities. Ryan reported directly to me as Marygrove's Social Media Manager for the past two years until recent campus-wide budget cuts eliminated his position. This decision was made at the highest level of the institution—if it was possible, I would still have him as part of my team.

As Marygrove College's Chief Communications and Marketing Officer, I relied on Ryan as a trusted member of my marketing team. He has consistently shown that he combines strong communications skills, beautiful creative design talents and exceptional knowledge of the ever-changing social media environment. He has strategic planning expertise in social media and was able to conceptualize, plan, and develop the social strategies and tactics that supported Marygrove's overall marketing and communications objectives. He increased our social media presence ten-fold and brought our Facebook site to the level of schools twice our size.

Ryan is punctual, fastidious and hard working. He also has strong project management skills and is very creative. He works very well with the rest of the Communications and Marketing team and has built a strong rapport with our customers both inside and outside the College.

I therefore, enthusiastically recommend him for any organization—he would make a team member of which you could be very proud.

If you have any questions about his performance or other work capabilities, please feel free to contact me. Thank you.

Regards,

Karen

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