

Dear hiring manager,

I had the opportunity to work closely with Matt Higgins during my time as a Social Media Manager, where he served as Marketing Director. Working alongside him everyday, I was able to see firsthand the level of knowledge, creativity, and leadership he brings to everything he does.

Matt is, without a doubt, one of the best leaders I've had the chance to work with. His expertise in both marketing strategy and writing is incredibly strong, and I learned so much from him during our time working together. He has a way of turning ideas into clear, effective direction, and consistently brought thoughtful, creative solutions to the table.

Beyond his skill set, Matt is an excellent team player and communicator. He was always responsive, supportive, and genuinely invested in the success of both the team and the individuals on it. He created an environment where collaboration felt natural and where people felt confident in their work.

I truly feel lucky to have worked alongside him, and I'm confident that he would be a valuable asset to any team he joins.

Sincerely,

Kayla Simpson

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