



May 18, 2016

Dear Hiring Manager,

As an ad agency exec, I have endlessly hunted for the best young talent. Most of the 20 rookies I have hired have gone on to work for America's best agencies and firms.

I look for winning traits that will separate my employees from our competition. Those traits include brains, beauty, creativity, leadership, cooperation, collaboration, determination and personality.

Dianelle Wiesner is one of these winning candidates.

She has all the traits that will make an immediate and positive impact inside your firm—and the traits that will make her more valuable as her experience grows.

I strongly recommend Ms. Wiesner as a top-tier candidate for your firm to consider hiring.

Sincerely,
Robert A. Gavin, MSA

Art Institute of CA-San Diego
Professor of Advertising