



Date: 8/20/2013

Re: Letter of Recommendation in support of Alvaro Gabaldon's application

To whom it may concern:

I have had the pleasure of teaching Alvaro in three of my courses over the past two years: Writing for Advertising, Survey of Advertising and Public Relations and, this spring, Advertising Campaigns. I am also the University of Tampa's ad club advisor and, in that capacity, have witnessed Alvaro's involvement in the club as its creative director. Having taught advertising for the past seven years at both the University of Texas at Austin and the University of Tampa, I can say with confidence that Alvaro is one of the best students I have ever had in my classes.

He has a rare mix of curiosity, intelligence, kindness, and maturity. Alvaro shows plenty of initiative and engagement, is comfortable with ambiguity and not afraid of looking into problems from different perspectives. In fact, Alvaro tries to find insights from the not-so-obvious places and incentivizes others to do the same. He is actively involved on campus, hosting his own radio show and, as the ad club's creative director, Alvaro is helping the club develop a pitch for a \$10 million ad campaign for Glidden paints as part of the American Advertising Federation's National Student Advertising Competition.

I have no doubt that Alvaro has the drive and the creative and leadership skills to be an asset on any team and excel in this industry. It is therefore, with great confidence, that I give him my highest recommendation.

If you have any questions, please don't hesitate to get in touch with me via email, gscremin@ut.edu, or by phone, 727-238-0588.

Thank you for considering my opinions in this important matter.

Sincerely,

Gracieli Scremin

A handwritten signature in blue ink, consisting of a stylized, cursive 'G' followed by a horizontal line and a small dot.

Gracieli Scremin, Ph. D.
Assistant Professor
Department of Communication
The University of Tampa

Social Media Assistant

Aerial Innovations of Florida, Inc.



Colette Eddy

Owner, aerial innovations inc

“ Alvaro was such a great asset to our office this spring semester. He worked extensively with our social media and internet marketing efforts, and ultimately played a big role in creating a unified brand image for us online. Alvaro's skills for writing and communications made our monthly newsletters all the more engaging, and the creativity and resourcefulness he brings to solving problems is refreshing.

Alvaro's personality and willingness to take on, and learn, new assignments made him a valuable member of our small business. We have no doubt that he will find success in all his future endeavors. Having said all this, I highly recommend Alvaro and would gladly serve as a reference for his work.

Colette Eddy
colette@aerialinnovations.com
813-254-7339 **less**

May 10, 2013, Colette was Alvaro G.'s client

EXETER INTERNATIONAL

February 27, 2013

To Whom it May Concern:

This letter is my personal recommendation for Alvaro Gabaldon. Alvaro was hired to handle our social media and to help with our website migration and I was truly sorry to lose him to an internship opportunity.

We operate a small (10 person) office so office dynamics are key. Alvaro came in as the youngest employee with the least amount of experience and, by the time he left, was an invaluable member of our team.

Alvaro's skills include his organization and his willingness to take on complicated and difficult tasks, as well as all the mundane things I could not get done. His writing skills were excellent and I was able to leave him unsupervised to complete tasks that helped our online profile and Google search rankings.

I would hire Alvaro back in an instant and know that he would be a valuable asset to anyone looking for a hard-working, committed individual.

Best Regards,

A handwritten signature in black ink, appearing to read 'Gwen Kozlowski', with a long horizontal flourish extending to the right.

Gwen Kozlowski
General Manager