



August 19, 2021

Subject: Recommendation Letter

To Whom It May Concern,

Natalija Popovic worked as a Public Relations Specialist at InitializeAI LLC under my supervision during the summer of 2021. During that time, I developed a very high regard for Natalija based on the outstanding contributions that she made to our office throughout the summer. She has been a pleasure to work with, bringing her attention to detail to every project. With her excellent communication and people skills, and innovative ideas, she greatly exceeded the expectations for her role.

During her time at InitializeAI, her responsibilities comprised a wide range of professional-level assignments in the fields of public relations, communication, and marketing. These include market research, media research, targeted media strategy, media kit development, interview preparation, and formulating responses to both public and private sector requests for proposals. In all her work assignments, Natalija was very dedicated, disciplined, efficient, and thorough. Couple that with the great enthusiasm she demonstrated for the business, along with her knack for quickly learning and adapting to new tasks, she consistently demonstrated strong future potential for a career in public relations and communications.

Moreover, Natalija is extremely organized, reliable, and technically acute. She can work independently and follow through to ensure that tasks get done efficiently and effectively. Throughout her time working with us, Natalija displayed great confidence and flexibility in every project that she took on, no matter the level of difficulty. Having been a stand-out student-athlete, Natalija displays a leadership and management character accrued at university that go well beyond that of similarly experienced individuals within the public relations and communications industry.

It is therefore my pleasure to express to you that Natalija has my highest recommendation as I am certain that she would be a tremendous asset to your company.

May you have any further questions with regard to her background or qualifications, please do not hesitate to contact me.

Best regards,

A handwritten signature in black ink that reads "Andrew Jensen".

Andrew Jensen

Managing Partner

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