

July 10, 2014

To whom it may concern.

I'm writing this letter to share my experience in not only working with Lauren Ellman but making a great friend. I met Lauren back in 2008 when she interned at our agency Macias Advertising. She quickly grabbed the attention of the entire team with her willingness to learn, her dedication to the work and her genuine smile. She quickly grew from our cafecito specialist, to assisting our account department in client services and providing key young adult insights. When she went off to finish her college education, Lauren always found a way to keep in touch with an amazing attention to detail whether it was a quick hello or bringing by a sweet treat (which is a very rare quality these days). As soon as we heard she was done with school, we asked her to join the agency again full time.

We asked Lauren to join our account team to lead some of our key accounts including Baptist Health and Tampico Beverages. Not only did she win the hearts of our clients, but also added a powerful dynamic to our agency culture. In an industry where agency culture is usually split into creative and accounts, her energy and talent brought the two departments together. She brought a higher level of organization and insight to the account side while always finding a way to understand and relate to the creative team. In this process we discovered her amazing talent in writing and storytelling. She quickly became a key player on the creative team and consistently blew us away with her ability to conceptualize, strengthen comradery and communicate her ideas clearly. I'm very happy to say she truly made our work and agency better.

I've been learning from Lauren since day one. Other than the fact that she had to corral seven man children, she's taught me what a young talent can truly achieve when hard work is coupled with being dedicated to doing good. Lauren's good nature and positive spirit is truly contagious and has made me and others in the office better in the process. As much as I wanted Lauren to stay with our team, I knew she had bigger plans. Plans that would contribute to this world in a bigger way.

Anyone would be lucky to have Lauren contribute her energy to their team.

Sincerely,

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