(Mention the sender's name)

(Mention Job Title)

(Mention Company name)

(Mention Address, Zip Code)

(Mention the Contact No.)

(Mention Email ID)

(Mention the Date)

(Mention the recipient's name)

(Mention the Job Title)

(Mention Organization's name)

(Mention Address, Zip Code)

(Mention the Contact No.)

(Mention Email ID)

Subject: Recommendation letter for Media Planner

Dear (recipient' name),

I am writing a letter to recommend (mention name of the candidate) for the position of media planner in your company. In my view, he is the most suitable candidate for this position.

I met and got acquainted with him while he was working with me in my company a few years back.

He is a well-educated individual with a degree of (mention name of the degree) and a working experience of (mention no. of years). He is a capable, enthusiastic and determined person.

He has all the skills required to become a successful media planner like he is able to think logically, work in a team, has a general interest in media and consumer motivation, has a flair for business and commerce, is able to recognize and analyze opportunities, has the confidence to negotiate along with extremely good communication and interpersonal skills.

While employed in our company he identified and understood the target audience, identified which media platforms will be best to advertise the client's product or brand to the target audience, coordinated, monitored, and evaluated the media strategies and campaigns, and was able to maximize the impact of advertising campaigns through a range of media platforms.

Kindly consider hiring him for the position of media planner in your company. For additional information, please feel free to give me a call.

Thanking you

Sincerely,

(Your name)