

March 11, 2024

To Whom It May Concern,

I am writing to recommend Kelli Esquilin for any position or opportunity she may pursue. I have had the pleasure of supervising Kelli for 3 years at the National Retail Federation where she consistently impressed me with her skills, dedication, and diligence.

Kelli demonstrated outstanding creativity, technical proficiency, and attention to detail in her work. Whether it was designing marketing materials for global events, developing digital content, or collaborating with team members on projects, Kelli consistently delivered high-quality results that exceeded expectations. I was especially impressed with her original designs, creating logos and complete brand systems that reflected our audience and fit our brand strategy. Her ability to manage complex projects, visualize information and bring to life creative ideas is truly remarkable.

Kelli's strong work ethic and positive attitude made her a valuable asset to our team. Her relationships with her colleagues and excellent communication skills allowed her to effectively collaborate and adapt to any situation. She thrives in fast-paced environments and approached every task with enthusiasm and a willingness to go above and beyond to ensure success.

One of Kelli's standout qualities is her commitment to continuous improvement. She is always eager to learn new skills and techniques, and she actively seeks out opportunities for professional development. While at NRF, she earned the title as 'Canva expert' and mastered our email platform. Her willingness to take on challenges and push herself out of her comfort zone is commendable and speaks volumes about her dedication to personal and professional growth.

In addition to her impressive technical skills, Kelli is also a pleasure to work with. She is a team player who is supportive of her colleagues, respectful of others' ideas, and always willing to lend a helping hand. Her positive attitude and ability to foster a collaborative work environment contribute to the overall success of our team.

Based on Kelli's performance and contributions, I am confident that she will excel in any endeavor she chooses to pursue. She is a talented, hardworking individual with a passion for her craft, and I wholeheartedly recommend her without hesitation.

Should you have any further questions or require additional information, please do not hesitate to contact me at [ericawaquilina@gmail.com](mailto:ericawaquilina@gmail.com) or 732-740-5460. Thank you for considering Kelli Esquilin for this opportunity.

Sincerely,

Erica Aquilina

Director, Brand and Creative

National Retail Federation