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Erin Arbaugh

2 Seaport Lane

Boston, MA 02210

**Dear Talent Team,**

It is my distinct honor to recommend Nicole Beraud for a copywriting position at your agency. I have had the pleasure of managing Nicole this summer during our internship program, and she has far exceeded our creative expectations. Even our Group Creative Director, who’s notoriously hard to please, told me, “That’s a good one. She’s going places.”

This summer, we gave Nicole and her five-person intern team a real brief for our client, Everett Bank. Their job was to concept, create and brand a new youth financial literacy program. Admittedly, we feared we’d given her team too much to handle. But Nicole rose to the challenge. Within a week, I saw her take the lead in brainstorms, present ideas for the team to a room of seasoned pros, and ask all the key questions to push the work forward. Her writing was both delightfully human, and perfectly insightful – two skills that are nearly impossible to teach. Nicole also took feedback like a champ and applied it with precision. In addition to standing out as the intern top dog, Nicole also stepped in to take the reins on all of our agency social copy this summer. Her posts felt fresher and more fun than anything we’ve shared lately. By the end of the internship, we trusted Nicole’s writing and concepting talent so much, we hired her to freelance while our copywriter was on vacation.

Beyond Nicole’s obvious concepting and writing skills, she is also a blast to have on the team. She has an unflappably positive attitude that’s totally infectious. Her laughter echoed around our halls, and her crazy patterned shirts upped our style game, big time. Every day, Nicole brought a sense of optimism and a can-do spirit to any request we threw at her. I’ve never seen an intern so eager to help, yet so humble in success. I know she will bring the same sense of optimism, as well as her naturally creative spirit, to your agency.

In short, Nicole is the rare find in a writer fresh out of college. She is both youthful and mature. Wildly talented yet wonderfully unpretentious. And super creative while somehow still fantastically detail-oriented. She is the kind of new hire every creative department dreams about. Nicole has my highest recommendation for your position, and I can’t wait to work for her some day.

If you have questions, please feel free to reach me at earbaugh@a-g.com or at 513-675-8910.

Sincerely,

Erin Arbaugh

Associate Creative Director