



## Sample LOR for Professional Work

### Letter Of Recommendation

I am writing this letter as my personal recommendation for Ms. Neha Singhania who was my student for the Digital Marketing course that she completed at ABC Company, (mention location e.g. Delhi). She is acquainted with me since (year) and basis my observation, the impression that I formed of her was that of an assiduous student inclined to unearth efficient ways of completing her work and was innovative with her selection of approach.

During the course, she attentively attended all the lectures on diverse subjects of digital marketing, shared genuine queries and in group discussions I have observed her contributing with relevant suggestions and intelligent insights. She often volunteered for presentations and impressed everyone in the class with her sound acumen, convincing presentation style and concise yet effective explanation of the topic she is presenting. Taking up varied assignments as part of the course curriculum, she was involved in gamut of activities and was undertook many tasks such as designing her personal blogging website, writing blogs on niche concepts and on page SEO of her blogs to rank them on multiple keywords. She also created persuasive Meta description, did keyword research and optimized title tags and headers. Handling these multiple tasks however she strived to be punctual, executed all the assigned work meticulously and met expectations academically as well as practically.

Additionally, she participated in a project related to setting up a bath-ware business online and followed all the instructions diligently as per the brief received. Beginning with creating a social media page for the business on social networking websites (Facebook, Instagram), she designed the content strategy, graphics and visuals to be posted on pages. Conducting research to make the strategy more effective, she extended it towards identifying relevant tools, did hashtag research about the business and made attempt to keep it as comprehensive as possible. On this project, she significantly stood out in regards to her effective time management as she applied various techniques to utilize time wisely and introduced automation within the process whenever possible to ensure timely completion of assignment.

I think Neha nurtures the capabilities and the skill-set, which is a pre-requisite for this course, is equipped with the right technical knowledge and it will add another dimension to her professional career in Marketing. Hence, I strongly support her choice and am happy to recommend her to the institution without any reservation.

Nitin Gupta  
Trainer  
ABC Company