



Aug 30th, 2013

To Whom It May Concern,

I first met Karly McMullen when I hired her for a 4-month co-op term at ClickInsight through Wilfrid Laurier University in May 2013. The focus of Karly's role was to support the ClickInsight team in increasing the productivity of marketing and consulting operations, which required strong attention to detail, adaptability and the ability to work with highly confidential information.

Karly worked full time during her term on my team. Her three major accomplishments included:

- *Helping to design and build a private analytics community product.* Karly was an integral part of the team by assisting with research, helping to select the platform and participating in preliminary customer interviews.
- *Managing daily website operations for ClickInsight.* This involved learning WordPress, which Karly had no previous knowledge of or exposure too. She built user and testing manuals, researched and updated content and performed platform and plugin upgrades to maintain a positive user experience and prevent the website from being vulnerable to security threats.
- *Leading the development and testing of training documentation for a new internal Project Management Tool.* Karly also trained two new students on this tool, demonstrating her ability to quickly pick up new tools and teach others.

Throughout her work term, I observed Karly develop and practise marketing, analytics, project management and business savvy skills. She operated with confidence, maturity and flourished in her role. Karly took initiative and managed all projects with enthusiasm and top-tier organizational skills. She embraced the ever-changing analytics industry through continuous learning and kept up with changing priorities. I truly appreciated the positive attitude and attention to detail Karly put into each one of her projects. She was a true asset on my team and her contributions were valuable.

I am confident that Karly will be successful in whatever career path she chooses. Her ability to adapt to *changing priorities, her exceptional organizational and leadership skills* and her openness to explore the unfamiliar will be driving forces in opening new doors for her as she continues to develop as a professional.

Kind Regards,

A handwritten signature in black ink that reads "Michelle Andrews".

Michelle Andrews

Manager, Digital Marketing & Special Projects

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