



August 25, 2014

To Whom It May Concern:

It is my pleasure to recommend Tiffany Aliano in her performance working for me as both a Web Marketing Coordinator and a Social Media Marketing Coordinator at EtQ, Inc. Tiffany was a diligent member of our team and she has proved she would be a valuable addition to any company.

I have known Tiffany for over a year in my capacity as Marketing Manager at EtQ, Inc. In the short time she worked for me, she made significant strides in helping to shape the overall web marketing strategy for our company, as well as her ability to effectively communicate our brand through social media channels.

Tiffany spent a good deal of her time developing new strategies around “out of the box” marketing, and was able to increase our social media exposure by over 3000%. She also optimized our paid web advertising on Google and Bing to save the company over \$100K in advertising expenses, while keeping our exposure rates at their highest level. Tiffany is adept at balancing both an analytical and creative approach to marketing – a trait that is truly unique in our industry. She backed up her decisions with metrics and reports, and was able to demonstrate success on every level.

Tiffany also is a forward-thinker. She is very skilled at writing marketing proposals and produced some of our best proposals in years. Her templates were duplicated across the team, and we now use her proposals as a template for any future proposals.

Her performance is indicative of how she would perform at any company she is employed with. I am sorry to see her leave us, but I am confident that she would make a fantastic addition to any company she is invited to be a part of.

In short, our loss is your gain – I recommend your consideration for her employment in your company. If you’d like to contact me for more information, I can be reached at 631-766-9026.

Sincerely,

A handwritten signature in black ink, appearing to read 'Timothy Lozier', written over a horizontal line.

Timothy Lozier  
Marketing Manager  
EtQ, Inc.  
www.etq.com