**RECOMMENDATION LETTER FOR INTERNSHIP**

To Whom It May Concern:

This reference letter is provided at the request of Miss Soikaew Jumratsilpa. Miss Jumratsilpa participated in our Siam Cement Group internship program under my supervision. She worked with the Corporate Communications department as a member of the Brand Management team from June 1 to August 31, 20XX (3 months). SCG is one of the most well-known and fastest-growing companies in Thailand, with a celebrated reputation of being reliable and socially responsible. For the quality of her work, the Associate Director of Brand Management recommends Miss Jumratsilpa to all future employers.

The Brand Management team consists of four members, including Miss Jumratsilpa. We are responsible for strengthening brand reputation, planning and overseeing corporate advertising and strategy, reputation evaluation, evaluation of corporate image and communication effectiveness, and supporting all business units’ communication on strategic direction and related activities. Throughout the summer, Miss Jumratsilpa has had the opportunity to contribute to the mentioned projects.

Miss Jumratsilpa has taken part in various stages of the development of corporate advertising. She was assigned to write and revise the pre-launch research survey for the corporate television commercial launched in June 20XX, and to collect the data with the use of Microsoft Excel. She has attended meetings with our advertising agency, TBWA Thailand, to discuss an advertising campaign planned to be launched abroad, and has contributed interesting and useful ideas. She also participated in a research trip for our new corporate television commercial, a photo shoot for a print campaign launched in August 20XX, and overseeing of the computer graphic editing process. She attended our half-year media review meeting and detailed lectures on the media industry and branding, from which she had taken comprehensive notes.

Miss Jumratsilpa has been assigned to proofread and edit the Corporate Identity Manual, which is to be printed before September 2010. In this task, she had to learn the program Adobe Illustrator on the spot and apply her knowledge in Adobe Photoshop, which she had done outstandingly. Miss Jumratsilpa was a quick learner who could work independently without close supervision when appropriate. Rarely did the staff need to explain a process or procedure to her more than once. The fact that she always enjoyed what she did made her work of high quality, as she paid attention to all the details in every aspect of the job.

Miss Jumratsilpa has been a part of many events held by the company. She participated in all the phases from inviting guest speakers, both via telephone and formal letter, arranging the conference room, writing a survey, to aiding the speakers in the conference. In the beginning, she had shown fear of conversing on the telephone, but that did not stop her from completing her job, which she had done perfectly. By the end, she had already mastered her verbal skills and completed the task with speed and accuracy. She was also eager to take part in a community service program organized by the company, where she was highly involved with the disabled children and their activities.

Miss Jumratsilpa has been keen to accept assignments from other teams in the department as well. She has been asked to translate texts from Thai to English and vice versa, and to proofread texts in both languages. Her adept knowledge in English has proved to be useful in many occasions in the department. She also gave a speech in English at a conference on the topic of corporate social responsibility (CSR), in which she had captured and charmed the audience. She treated small and miscellaneous jobs around the office with attention and made little to no mistakes.

Overall, Miss Jumratsilpa was always passionate when learning new skills and knowledge, and became a quick learner. She would talk with and acquire insights from the creative team from TBWA when given the chance. She asked interesting and in-depth questions about the industry just to learn as much as possible. She took thorough notes from meetings and lectures, and recorded her experiences in her journal at the end of every day. She approached every task with great enthusiasm and effort.

As you can tell by now, I am quite impressed with this outstanding young woman and I am sure that this three-month internship has been an excellent work experience for her. She has gained great knowledge and experience of the advertising industry and how media works, and has learned to look at an advertising brief from the client’s point of view as well as that of a creative. I highly recommend her for roles in the media industry that requires enthusiasm, intelligence, speed and a positive attitude.

If you need additional information or perspective, please do not hesitate to contact Mr. Korakod Anantasomboon, by phone at +6625863279 and +66867755677, or via e-mail at korakoda@scg.co.th.

Yours faithfully,

Siripanvadee Buain