



Date : 1st November 2021

Letter of Recommendation

This is to certify that **Palak Sharma** has successfully completed her Three-month Marketing Internship with Z1 Media. She worked with us from **2nd August 2021 till 2nd November 2021**. As a Marketing Intern, Palak contributed to marketing communications by ideating and executing social media strategies, writing press releases and blogs for targeted media, helping to set up branding initiatives, and developing the product message and marketing collaterals to attract customers. She also worked with social media, setting up and monitoring our accounts with Twitter, Instagram, LinkedIn and various other social media sites. In this capacity, Palak drove our social media presence online.

Palak always showed eagerness to learn new areas of marketing and took ownership for expanding our marketing efforts to social media. She was also an expressive writer with a creative approach for developing our marketing materials. Thriving on challenges and blossoming when given assignments utilizing her analytical and creative talents, Palak proved to be a valuable asset for our Marketing Team.

We recommend Palak for any position that will draw upon her skills and her proven record of contribution to marketing. We have absolutely no doubt that she will be an invaluable asset to the company fortunate enough to hire her. We would like to thank her for the contribution and wish her the very best for future endeavors.

Yours sincerely,

Shivali Kapoor

A handwritten signature in blue ink that reads 'Shivali' with a small flourish at the end.

CEO's Office