

To Whom It May Concern,

I am writing this letter of recommendation on behalf of Marc Bender, who interned at East River PR & Marketing in the Summer of 2024. Marc brought an infectious enthusiasm to his role at the company. He was very eager to learn and always ready to help out in any area where he was needed.

Interning at a PR firm can be less than glamorous. Sometimes you are stuck with simple tasks that the rest of the staff simply doesn't have time for. Marc always stepped up when needed with his great attitude in place. He served as a great resource for the firm, delivering needed research or "backgrounder" information or providing an audit on our own company website. Marc lent a hand on several larger projects over the summer, and brought a great perspective as someone who was coming into the business with fresh eyes.

One example was when he read, analyzed and researched an 80-page government document for one of our clients. While some may have seen this as a thankless chore, Marc dove in full steam and pulled out some great nuggets that we used for our outreach campaign.

As an emerging writer, Marc responded well to constructive criticism when it was provided, and was always thankful to give things another shot. He voiced his appreciation for our feedback and was able to internalize to sharpen his skills over the course of the summer.

Marc was well-liked by his co-workers and in general was a good fit. We all enjoyed his time and contributions while working with East River PR & Marketing, and I believe he did too.

Feel free to reach out if you have any further questions or would like more insight to the work Marc accomplished during his internship.

Sincerely,

Katie Shaffer  
Founder/CEO  
East River PR & Marketing  
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