

To whom it may concern

Dear Sir / Madame

Re: Reference for Ms. Donna Porée; Intern at MiShop.local Ltd. May to July 2017

I can confirm that Ms. Donna Porée worked as an intern in MiShop.local from May to July 2017. In that time, Donna undertook a variety of projects to help us understand how certain brands and sectors manage their local online presence in search engines and social media. Donna also helped in some marketing activities. Projects included:

- Analysing the nature and type of reviews written in Google about various local businesses.
- Identifying concession brands operating in the UK retail sector.
- Analysing how UK franchisors and franchisees use Facebook.
- Preparing marketing analysis and Powerpoint slides for a client pitch.
- Conducting an email marketing campaign in LinkedIn.

Firstly, I was impressed with the maturity and composure that Donna has. It is a significant challenge for a young person to travel alone to live and work in a foreign country. She did this admirably. She fitted in with my team very quickly and got straight into her projects.

Donna works well unsupervised, listens attentively, follows instructions and also takes her own initiative. She picked up quickly the points that I required and demonstrated that she understood them and could apply them. I am very busy, and do not have the time to direct and be hands on all of the time; Donna respond well to my style of work and got on with things to a good standard. Her English improved significantly.

We are a small company. It is very important to me that whoever joins the team fits in, has fun, but also works hard. Donna did that very well. We enjoyed having her, she was fun, relaxed, respectful and we valued her contribution. She is also polite, punctual and considerate. She did incredibly well for a young person in a foreign country.

The analysis she did is very useful and is helping us develop our sales and marketing strategy.

I have no hesitation in recommending Donna and wish her every success in her future education and career.

Yours faithfully

A handwritten signature in blue ink, appearing to read 'David Whatley', with a long horizontal line extending to the right.

David Whatley
Managing Director
MiShop.local Ltd.