

May 22, 2021

To whom it may concern,

Having managed Sandra Haddad for the last two years in her Sr. Marketing Specialist role at JMT Consulting, I would highly recommend her for any organization looking for a talented, committed marketing professional to join their team.

Sandra is an excellent blend of creative and analytical – exactly what you want in a well-rounded marketer. She has the attention to detail and skill to make a brand shine, but she is also driven by data and is committed to evaluating campaigns from that analytical side to see what's working, what's not, and how we can improve our messaging or approach to drive engagement and conversions.

Sandra has a passion for learning and has immersed herself in every channel, medium, and vertical that has been thrown at her. She simultaneously manages emails, webinars with a million moving pieces, social media, web content, etc., while remaining involved in each detail and never letting anything slip through the cracks.

Lastly, Sandra is consistently thinking of how we could be doing things better, how we could be better connecting with our clients/prospects, and how we could be updating our current processes to make time for more strategic and creative pursuits. She goes the extra mile no matter how full her plate is.

Sandra is truly a pleasure to work with, and I know she will do amazing things in her career.

Sincerely,

Kathleen Davis

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