

To Whom It May Concern:

I am writing to strongly recommend Jenni Calo for your position in Textile Design. My recommendation is the result of Jenni's strong contributions to our organization, as well as my assessment of her fit for this particular position in your firm.

Jenni joined Crafts Americana Group, Inc. in 2010 as a Textile Designer, and has since risen to oversee our entire quilting fabric collection. We produce more than 30 fabric collections per year, and Jenni has orchestrated our production at every level. Her creativity and range of design talent are exceptional, allowing us to produce a wide variety of patterns/styles in house. In addition, Jenni has managed our supply and production relationships. Her supply chain experience in textile design includes working with existing vendors, as well as traveling internationally to work with new vendors on some of our unique design requirements.

In addition to Jenni's creative skills and textile sourcing experience, her professionalism allowed her to excel at Crafts Americana. She is an extremely productive designer, always meeting or exceeding production deadlines. Further, she had a strong awareness of merchandizing for our consumers and overall corporate financial objectives.

In conclusion, I strongly urge you to consider Jenni for your positions in your firm. Her positive attitude, vast creative ability and professional approach to her work will be an asset to your organization. Should you have any further questions, please feel free to contact me directly, via my information below.

Sincerely yours,

Matt Petkun
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