Dear Hiring Manager,

I am writing to highly recommend Darinka Garcia, who has been an exceptional Marketing Assistant at UC Riverside for the past two years. During her time with us, Darinka consistently demonstrated creativity, resourcefulness, and a remarkable ability to create solutions, making her an invaluable asset to our team.

Darinka's primary role focused on managing our social media presence, where her innovative strategies led to a 15% growth in Instagram followers year over year and a 35% increase in overall impressions. Her keen eye for detail and storytelling was evident as she shot, edited, and posted videos that beautifully captured the campus dining experience, effectively launching new restaurants and menu items. These contributions not only engaged our current audience but also attracted new followers, showcasing Darinka's strong understanding of digital marketing and audience engagement.

In addition to her social media expertise, Darinka played a crucial role in graphic design and brand development for our new locations. Her creativity and design skills helped establish a strong visual identity for our brand, making our dining services stand out on campus. Darinka is also excellent at communication, seamlessly coordinating with various departments and campus leaders to ensure that our marketing initiatives are cohesive and effective.

What truly sets Darinka apart is her positive attitude and eagerness to learn. She approaches every project with enthusiasm and is always looking for ways to expand her skills and contribute more to the team. Her ability to adapt, learn quickly, and bring fresh ideas to the table has been a significant factor in the success of our marketing efforts.

I have no doubt that Darinka will excel in any future endeavors she chooses to pursue. She has proven herself to be a dedicated, creative, and reliable professional, and I wholeheartedly recommend her for any opportunity she seeks.

Please feel free to contact me if you need any further information about Darinka's qualifications or contributions to our team.

Sincerely,

**Kourtney Gilbert   
Marketing Manager  
UC Riverside**

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