

To Whom it May Concern:

I would like to recommend Mike Lyon as a candidate for a position with your organization. In his positions as graphic designer and later as west coast digital manager, Mike has been employed since 2010. Throughout his time with the News Media Corporation, he demonstrated excellent skills in ad design, magazine design and layout, web design and marketing, SEO, and digital analysis.

Mike did a terrific job while in my employe and was an asset to the team. He developed our digital marketing campaign and was instrumental in helping to create our digital marketing program at our west coast papers in California and Oregon. He can work independently, can multi-task and ensures that all projects are completed in a timely manner.

Because of his effectiveness with our digital marketing campaign Mike became an important leader of our sales and marketing team. He was also instrumental in rolling out our new websites at all of our west coast locations. He has also provided great training and support for the entire staff.

Mike always went over and above in his assignments and would be an asset to your organization. Mike is an excellent communicator with regards to technical data which is a difficult person to find.

Mike is a much appreciated team player with great enthusiasm and passion for his work. I wholeheartedly recommend Mike for a position with your organization. Please feel free to contact me with any further questions.

Sincerely,



John Bartlett  
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