

28th August 2018

To Whom It May Concern,

I am writing this appraisal for Claire McColl, with whom I directly supervised during her internship at Appiloque Digital Marketing Agency from May to August 2018. Claire was our Search Engine Marketing (SEO) Intern and her key responsibilities included keyword data analysis for new business clients, collating SEO data and crafting SEO statistical reports, SEO documentation reports, website optimisation projects and copywriting tasks.

A positive attribute I remember about Claire was her enthusiasm and curiosity when getting involved in new projects for our clients. Claire never shied away from challenges when presented with them, but instead tried her best to find solutions on her own by reading and researching technical jargon and trade practices before seeking help from her supervisors. When executing tasks she was presented with, she made special efforts to ensure her work was organised, well thought through and detailed. I believe Claire's robust work ethic and proactive nature allowed her to thrive in the fast paced, startup environment of Appiloque.

Beyond Claire's work contributions, I believe she left an impression based on her thoughtful and empathetic personality. Claire struck me as someone who gave a lot of thought and reflection on her actions, learning experiences and the people around her. During our fortnightly conversations, Claire also did express a great passion and interest for pursuing projects in entrepreneurship, business management and corporate culture.

I believe Claire is a well-spoken and intelligent individual that has an excellent vision of who she is and aspires to be in the future. I wish her all the best in her future endeavours and believe she is a highly capable individual that will make a positive contribution in any project or organisation she collaborates with in the future.

Thank you for your time. Please do not hesitate to contact me if there is any clarification or further information necessary.

Best Regards,



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