

Reference for Claire McColl

23.06.2017

To whom it may concern

Claire worked at TBWA\Singapore in the position of client services intern from September 2016 to April 2017. During her time here, she was exposed to a variety of tasks across a number of client businesses. This included conducting competitive research and analysis for brands such as Dulux, Michelin and Nando's, managing small BAU projects and attending creative briefing meetings and reviews for the development of new concepts.

In addition to her day-to-day tasks, Claire completed an intern group project to tackle a real business issue on one of the agency's clients; Nando's. Her group presented their findings to the rest of the agency staff, which were well received, and some of their thinking was in turn shared with the Nando's marketing team.

Claire is generally positive, enthusiastic and curious. She contributes to a positive team dynamic and is a quick learner. During her time here, she developed strong relationships with internal team members and junior clients. She was enthusiastic about taking on new tasks and was not afraid to voice her opinions and recommendations for new ideas. The qualities that Claire has displayed are definitely an asset to working in a fast paced, ever changing creative industry. As she continues to develop her skills and gain experience, I have no doubt that Claire can make a positive contribution to future employers.

Yours faithfully,



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