

To whom it may concern,

This letter is to confirm Jessica Galloway's position as a member of the marketing department overseeing New Media and Asset Creation for Ward Photonics, a medical device manufacturer, in Cocoa Beach, Florida from January 2018 to June 2018.

Initially hired for a data entry position, Jessica excelled in the duties of collecting potential customer information to be passed on to the sales team. Having tripled the target goal of 100 customers a day, we decided to utilize her graphic design and marketing talents in other ways within the company.

One of her primary tasks was the rebuild of our existing patient website, <http://myultraslim.com>. Using WordPress, Jessica designed a sleek and functional website for our providers who were looking for information regarding the UltraSlim® Professional. The website features a high resolution image slider on the home page, an integrated appointment request form, a large gallery of before and after procedure photos, a page detailing the two primary treatment modalities of the UltraSlim® device, an interactive frequently asked questions page, and a password-protected provider portal for doctors to access furnished media for their own marketing purposes. The website as designed by Jessica is still in operation today. It was absolutely fantastic.

In addition to her website work, Jessica composed and formatted internal operations documents, procedure guides, and patient forms using Adobe Acrobat and Microsoft Office. She further edited and added to existing promotional videos using both Adobe After Effects and Adobe Premiere. She used Adobe Photoshop to design multiple advertisement layouts for national magazines and direct mail postcards. She also redesigned our existing poster and large format pop-up banner to be supplied to doctors for in-office advertisement. Additionally, she worked on creating vectors of our existing logos in multiple color combinations using Adobe Illustrator. Finally, Jessica volunteered to be a model for several procedure demonstrations over the span of her employment, both for in-person training and video conferences. Her decision to put aside her pride to help out the training department out was admirable.

If you have any additional questions regarding her job description, duties performed, or length of employment, please do not hesitate to contact me.

Sincerely,

Terry Judson Ward  
Vice President and Chief Operations Officer  
Ward Photonics  
Cocoa Beach, FL