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To Whom It May Concern:

I hired Stephanie Bird three and a half years ago as Marketing Coordinator at York Publishing, where she coordinated the marketing for our company events, produced marketing materials, ran reports, and coordinated online efforts.

In her time at York Publishing she was promoted to Marketing and Web Specialist as she has taken on more responsibilities for the company's web presence and event planning.

A project Stephanie is particularly proud of is how she has changed the look of the monthly ENews. One of her duties was sending out the monthly ENews promoting the new issues of Videomaker and Smart TV & Sound magazines on sale dates. These were previously sent out in a text only format. Stephanie worked with the web department to create a template system to make HTML emails, then decided to further improve their look after researching emails sent by others in the industry by handcoding them herself, using HTML and Cascading Style Sheets.

Another major project Stephanie was responsible for is the biannual Videomaker Expo brochure, a 16-page marketing piece including information about the Expo, seminars, workshops, pre-expo conference, and the show floor. She sought bids for the project, then coordinated with editorial for content, sales for ads and sponsorships, IT for web information, and production to develop the art, arranging for it to be ready to send on direct mail campaigns as well as magazine ride-alongs, in-house and at expo distribution.

During her time at York Publishing, Stephanie was given responsibility for event coordination, including working with hotel conference center contacts to create banquet event orders (BEOs) and confirm set-up and accommodations for One-Day Conferences as well as four-day Expos. This included the preparation of materials needed for the events, making shipping arrangements, meeting with the travelling staff to discuss logistics, and making car rental reservations and other travel arrangements.

In addition, Stephanie produced several direct mail campaigns a year to former event attendees and targeted subscribers, marketing various events and promotions in the company, including creating the mail piece, bidding out print jobs, and supervising temp staff in putting the pieces together.

Stephanie brought the ability to copyedit content and catch grammatical errors to the marketing department, as well as write new pieces to freshen up promotional materials. She also designed marketing pieces such as brochures, house ads and merchandise flyers using tools such as Quark XPress and Adobe Photoshop. She wrote press releases, letters and publisher statements, as well as other various copywriting tasks.

Other web responsibilities included the supervision of the affiliate program and search term tools, such as Overture and Google. She has worked with several email programs for direct email, including Lyris, MailMan, and PHPList.

Stephanie has shown the most growth in her work with web development, including some programming and database management.

She works well with her team members and has formed many good relationships with her other co-workers in the office. She handles multiple tasks well, easily accepts suggestions and constructive criticism, and works well autonomously.

Stephanie's enthusiasm, energy and sense of humor made working with her a pleasure. I highly recommend her for any position she decides to pursue. If you'd like to discuss her attributes in more detail, please don't hesitate to contact me.

Sincerely,

A handwritten signature in black ink, appearing to read "John Conroy". The signature is fluid and cursive, with a prominent loop at the end.

John Conroy