

SKIDMORE
C O L L E G E
Department of Management and Business

RE: Owen Lynch, (junior) Copywriter

To whom it may concern,

It is my pleasure to recommend Owen Lynch for your consideration as a junior copywriter. Owen was a student in my branding and marketing course at Skidmore College during his senior year. Owen proved himself a quick study and a dedicated worker with a strategic and creative mind. His work was among the best in the class. During the course of the semester the class worked on behalf of a not-for-profit client, the Israeli Tennis and Education Centers. Owen and his partner worked through an entire process of brand analysis, strategy formation and creative development. The brand idea they created was anchored in a solid strategy derived from their own primary and secondary market research.

The clients from ITEC recognized Owen's work as both insightful and creative, resulting in Owen being offered an internship. It is not often that internship opportunities are directly linked to specific class work. This alone should signal the impressive nature of Owen and his work.

I found Owen to be thoughtful, his work anchored in insight and executed with a thirst for knowledge and joy in creativity. Owen demonstrates a strong strategic sense coupled with a love for the craft of writing. I anticipate that Owen will have a great career. His talents will no doubt continue to expand and mature given the right opportunities and mentorship.

Owen has a strong moral compass, is polite, respectful and is a good team player. He is thoughtful in his engagements, expresses his POV effectively, is supportive to those around him and responsive to feedback.

I've hired countless creative professionals in my 35+ years in advertising as a creative director and I would not hesitate to hire Owen Lynch as a junior copywriter.

Sincerely,
Guy Mastrion
F. William Harder Chair Professor
of Business Administration