

To Whom It Concerns:

I understand that Ms Kirk is applying for a position of Content Manager. I heartily recommend her. When I was Director of Editorial and Community at MediConsult, an online health communications company, Ms Kirk was my Content Operations Manager. Because we had such a relatively small team responsible for *scores* of new articles and interactive features weekly, it was incumbent on each team member to produce quality articles on deadline that would fulfill our readers' needs. Ms Kirk was responsible for ensuring that *massive* volumes of fresh content were written, ushered through the editing process, delivered to the IT team for uploading, and reviewed for accuracy, I owe the amazing success of our editorial team to my Operations Manager that could efficiently oversee the production and delivery of daily fresh editorial content:

- Within eight months, we introduced seven new original print, audio, and interactive features;
- After implementing seven original, interactive content features, unique monthly visitors increased from 500,000 to 3 million; pageviews increased from 3 million to 13 million; and visitor length of stay increased from 2.5 minutes to 46 minutes;
- Implemented fresh, daily content for 65 concurrent and distinct channels

These were no small accomplishments, and Ms Kirk shares in the glory of what our *cohesive team of writers, producers and support staff* was able to produce. Our readers constantly provided feedback that the content we served up was timely, fresh, useful, and interesting. The stats speak for themselves. And of course the quality and steady stream of our editorial content contributed to the company's improved financial revenues.

Ms Kirk was always dependable, conscientious, and productive. I could depend on her to manage the myriad editorial content streams which was critical when we were working on such short deadlines for a huge volume of fresh content. While she was definitely a team member, I could always count on her to initiate suggestions for new editorial features and for improving features in place. Supervising someone of Ms Kirk's talent and drive was extremely satisfying, and I would be honored to hire her again given the opportunity.

She would be an asset to your organization. I would expect that Ms Kirk would be invaluable in setting an editorial mission and calendar, directing an editorial team, and producing content that would substantially contribute to your organization's further success. You may call me direct on my mobile phone, 916.804.4042, if you need me to elucidate on any key points. Sincerely yours,

**Anne Rose, Travel Designer**

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