

26 September 2016

Dear Sir or Madam,

I recommend Luise Gleason with pleasure. Luise joined *Antiques and The Arts Weekly* as Web Manager in July 2015. Over the course of the following year, she brought intelligence, discipline, imagination and initiative to work demanding a high degree of technical ability and design skill. Working with the newspaper's print editors, Luise maintained *Antiques and The Arts'* online edition, updating it daily and weekly. She created and published our weekly e-newsletter. She proved adept at designing new vehicles for online promotions, delivering them via e-blasts. Luise was resourceful in identifying and implementing money-saving technical solutions, collaborating with the company's external IT consultants when necessary. Her persistent and creative use of social media proved highly effective in extending our brand profile. She additionally proved to be an accomplished photographer and capable writer. Liked and appreciated by her colleagues, Luise will be a valuable asset to any organization.

Sincerely,

Laura Beach
Managing Editor
Antiques and The Arts Weekly
Newtown, Connecticut