

Melissa Lewelling
melissadanae@gmail.com
[LinkedIn Profile](#)

December 19, 2017

To whom it may concern:

Gerard interned at The Hoffman Agency from mid-May to early August 2017, and made an immediate impression on everyone he met. From his proactive, forward-thinking approach for his accounts and projects to his positive, go-getter attitude, Gerard was an asset to his teams.

While still learning the industry ropes, and being introduced to deeper networking technology for the first time, Gerard didn't shy away from a challenge and accepted all tasks — no matter how small — with eagerness and a desire to learn.

Coming from a familial background in PR, he brought an instinctual understanding of the space and a natural awareness of media priorities that heightened his critical thinking when it came to research, related recommendations and creative pitch subject lines.

As his manager, I worked with Gerard on one of his two accounts. During his almost three-month internship, Gerard's tasks included account organization through detailed agenda development, media relations through pitch drafting, media list research/development and coverage tracking/analysis as well as various research projects, social media content drafting and one-off assignments from CEO Lou Hoffman. As one of those assignments, Gerard authored an insightful blog post recapping his attendance with other teammates at a PRSA Inside the Newsroom event, along with the industry trends discussed; the draft of which was received positively by Mr. Hoffman.

Throughout his time at The Hoffman Agency, Gerard brought the best of his abilities to the table and remained open to feedback — always graciously accepting of areas still needing growth and intentionally implementing the insights shared. By the end of the summer, Gerard's initially strong work was more polished, had more depth and showed development toward being a star PR professional.

Any company would be fortunate to have Gerard on their team. His hunger to grow and learn and do more coupled with his strong writing skills and entrepreneurial spirit will serve him well in PR, marketing or any other industry he chooses to pursue.

Best,

Melissa Lewelling

