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Washington State Wine Commission

1201 Western Avenue, Suite 450 Seattle, WA 98101

Subject: Letter of Recommendation for Sarah Magill

Dear Members of the Washington State Wine Commission,

I am writing this letter of recommendation in support of Sarah Magill, who has applied for the Digital Media Contractor position with the Washington State Wine Commission. As a small business advisor at the Washington Small Business Development Center in Walla Walla, WA, I have had the privilege of working closely with Sarah throughout her business journey.

Sarah is the founder and operator of a social media consulting and content creation/management business. I have witnessed firsthand her exceptional skills, dedication, and professionalism in this field. She possesses all the essential qualities that the wine commission is seeking for this role and has demonstrated her abilities in various aspects of digital media and social media management.

Sarah has a proven track record of proactive communication, ensuring that her clients are well-informed and engaged throughout the process. She excels in developing effective social media strategies and implementing them with great success. Her ability to create captivating video content has consistently captured the attention and engagement of her target audiences.

Moreover, Sarah possesses in-depth knowledge of the wine industry. Her familiarity with the industry trends, target demographics, and unique characteristics of the wine market enables her to tailor social media strategies specifically to meet the needs and goals of wine-related businesses and organizations.

One of Sarah's notable strengths is her proficiency in creating and analyzing social media reports. She has a keen eye for data and analytics, utilizing insights to continuously optimize her strategies and deliver measurable results for her clients. Sarah's ability to track key performance indicators and adapt her approach accordingly is truly commendable.

Throughout our professional collaboration, I have found Sarah to be focused, driven, and hardworking. She consistently goes above and beyond to deliver exceptional results and exceed expectations. Her visionary thinking and creative approach set her apart in the industry, making her an ideal candidate for the Digital Media Contractor position.

Above all, Sarah is a pleasure to work with. Her positive attitude, strong work ethic, and collaborative nature make her an invaluable asset to any team. She is reliable, responsive, and always willing to offer support and guidance to her clients.

In conclusion, I wholeheartedly recommend Sarah Magill for the Digital Media Contractor position with the Washington State Wine Commission. She possesses the skills, knowledge, and expertise necessary to excel in this role and contribute significantly to the commission's digital media initiatives. I am confident that Sarah will make a positive and lasting impact in promoting the Washington State wine industry through her exceptional social media strategies.

Should you require any further information or have any questions, please do not hesitate to contact me at [paul.bowen@wsbdc.org](mailto:paul.bowen@wsbdc.org) or (509)730-1849. Thank you for considering Sarah Magill for this opportunity.

Sincerely,

Paul G. Bowen