



To Whom It May Concern,

I am delighted to write this letter of recommendation for Emily Manzanares, one of my top students in the Advertising program at the University of North Texas. I have had the pleasure of teaching Emily in my *Advertising Research and Campaign Evaluation* course and *Inclusive Advertising*, where she consistently demonstrated dedication, attention to detail, and a sincere desire to grow both academically and professionally.

I first met Emily in Spring 2024, and from the beginning she stood out as a student who may initially appear quiet and reserved, but it doesn't take long to recognize her strong inner drive. Behind that shyness is a powerful creative thinker — a lion ready to step forward. She listens closely, processes thoughtfully, and delivers work that reflects careful research, smart strategy, and a willingness to challenge herself. Her work has demonstrated strong analytical skills in campaign development, which I have observed firsthand in my research course — skills essential for success in today's fast-paced advertising environment.

What I admire most about Emily is her determination. She pushes herself even when something feels intimidating, and she never settles for "good enough." I vividly remember when she was recruiting students for a focus group as part of a campaign project — recruitment is always a major challenge. Yet, Emily personally reached out to each of her professors, requesting the possibility of offering extra credit to encourage students to participate. That level of initiative reflects true dedication. When Emily sets a goal, she finds a way to achieve it. Additionally, in the research course, she has consistently shown herself to be a reliable and collaborative teammate — always respectful, proactive, and supportive in group projects.

I am confident that Emily will excel in any professional environment that values initiative, creative problem-solving, and strong ethical values. She is exactly the type of emerging talent our industry needs — someone with heart, humility, and a powerful ambition just waiting to be unleashed.

I strongly recommend Emily Manzanares for any entry-level role in advertising or marketing. I firmly believe she will grow quickly, contribute meaningfully, and become a standout asset to your organization.

If you have any questions or would like to discuss Emily's strengths further, please feel free to contact me at any time.

A handwritten signature in black ink, appearing to read 'Marta Mensa', is placed here.

Best regards,
Dr. Marta Mensa
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