

August 7, 2013

To Whom It May Concern:

This is a letter of recommendation for Isabel Galvis. I have known her since 2006 as my online marketing, PPC, search engine optimization and social media manger. Isabel has taken care of everything that is related to my practice's online marketing and presence. During this time she has developed pay-per-click campaigns on Google, Yahoo, Bing, MySpace and Facebook for me as well as managed content and video production. It is because of her that my liposuction video on YouTube has the highest views of all plastic surgery videos on this site.

Isabel is a highly motivated and qualified professional with experience in all aspects of online marketing strategies and promotion and has been consistently generating excellent results for my practice. Isabel was one of the first people I know who utilized social media to help promote my practice. She is also highly responsible, attentive to all my marketing concerns and shows exceptional problem handling and relationship managing skills.

She keeps up to date in the latest internet marketing trends and qualifications. Isabel is regarded by not only me, but the staff at Infini Cosmetic Associates as a very valuable and professional person. I am proud to say that we have never had any inconvenience with her work or with her as a person. She has always been respectful, understanding and very approachable and has a unique ability to solve problems. She has more than enough drive and shows great efficiency, professionalism, creativity and management skills in her work and she always keeps my business' best interests in mind.

I would highly recommend Isabel Galvis for this course at your institution.

Sincerely,



William Hall, M.D.

William J. Hall, M.D.