



July 14, 2017

To Whom It May Concern:

I am pleased to recommend Ara Catchatoorian to you. He is someone I have worked closely with for the past six years, and in that time, I've experienced first-hand his get-it-done work ethic, incredible creativity, and ability to use both traditional and digital marketing to achieve results.

I believe it's his decades of experience with web design, combined with his talent for working with video and other digital forms of communication that have contributed to his success managing the marketing and communications for a very active retailer AND a broadcast company with 28 TV channels under their umbrella.

My role as an outsourced vendor has allowed me to see his ability to perform under pressure and meet deadlines. He set clear expectations and goals for the various campaigns I helped with, which allowed us to achieve continued success. He was a pleasure to work with.

In addition to communicating well from behind a keyboard or video screen, Ara also is a strong in-person networker and speaker. We met in a local networking group (BNI) ... so I've had countless opportunities to observe Ara interact with others as well as with me personally. Without exception, he communicates with integrity and a clear desire to serve others.

I'm also impressed with his commitment and strong ties to the community. Ara supports multiple local organizations by giving of his time, talents, and resources.

I hope this letter gives you a little insight into Ara's professional abilities and personal attributes. He would be a tremendous asset to any organization looking for someone with his marketing and communication skills.

To your success,

*Michele Peterson*

Michele Peterson  
CEO, Exactly Write Online Marketing Agency