

HIGHER

ADVERTISING, INC.

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Dear Hiring Manager:

It is with great pleasure that I recommend Leticia M. Haynes. I personally hired Tia as Creative Director and worked with her for several years at a previous ad agency before I left to begin my own endeavor. I valued her work and partnership so much that I eventually asked her to join me in our venture at Higher Advertising.

Tia is a valuable partner at our agency. Her creative talents, management skills and work ethic contributed to a pleasurable working experience for myself, the entire agency and all of our clients. Her creative expertise has raised the bar on client expectations, going beyond their goals and objectives and delivering stellar work and lasting loyalties. Her contributions as a business partner, including marketing, client relationship building and leadership, have been a vital factor in growing our business.

Tia is strong and independent leader who ignites group brainstorming sessions with her energy and passion for developing winning concepts. She is a truly inspiring creative leader, and her team respects her and values her advice. In addition, her presentation and collaborative efforts make her a the total package of a seasoned, capable and confident professional. She has the right instincts to manage others, build loyal teams, drive brand value, craft innovative solutions and enable stakeholders to trust her guidance.

If you are seriously looking to put together a powerhouse team, Tia needs to be one of your top players.

Sincerely,



Tod H. Young
Executive VP
Higher Advertising, Inc.