



STATE OF NEW HAMPSHIRE
DEPARTMENT of RESOURCES and ECONOMIC DEVELOPMENT
DIVISION of PARKS and RECREATION

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To whom it may concern,

I am writing to wholeheartedly endorse Tom Howe, as a reliable, highly skilled and effective employee. Any company would be lucky to have Tom as a member of their staff.

I had the pleasure of knowing Tom while he worked as marketing intern and contributing blogger for the New Hampshire Division of Parks and Recreation under my supervision from May to October, 2014. Tom submitted weekly posts for our blog site (blog.nhstateparks.org) based on planned trips to NH State Parks throughout the summer and fall. He was prompt with all his communications and always submitted posts on time. His posts were very well written, informative and enjoyable to read. He demonstrated technical proficiency in HTML and our content management system (Wordpress). It was clear that Tom understands how to optimize website content and also how content can be leveraged for use on social media. He has a talented photographic eye and his use of imagery helped us bring more unique visitors to the blog site. One of the things that really made Tom stand out was the videos he produced for each blog post. Each video was beautifully shot and edited at a professional level with voice-over and royalty free music. Embedding video in his posts resulted in longer time-on-site for our visitors and increased audience engagement. The content he created for our blog was shared weekly on our NH State Parks social media channels (facebook, twitter, youtube) and became an important part of our digital marketing mix throughout the summer and fall of 2014.

Of particular value to me as a digital marketing manager was Tom's ability to work independently and with minimal direction. I regularly received unsolicited praise from our staff as well as visitors commending Tom's outstanding videos, photos and blog posts.

Tom is an intelligent and hardworking professional and he has my highest recommendation. Based on his performance as a marketing intern at Division of Parks and Recreation I have no doubt he will become a valuable asset to any professional team. I am happy to furnish more details if you would like additional information.

Sincerely,

A handwritten signature in cursive script that reads "Grant M. Klene".

Grant M. Klene
Digital Marketing Manager
NH Division of Parks and Recreation
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