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## TO WHOM IT MAY CONCERN,

,I am writing on behalf of my charismatic student Chris Nieto. He is a self-starting, talented individual with a deep understanding of social media.

During our Social Media Content course in the fall of 2023, Chris consistently impressed me with his insights and work ethic. He actively participated in discussions and always brought a unique vision and perspective to his work. In our class, we used a social media simulator program that allowed Chris to create social media posts, manage an advertising budget, and track performance. His ability to analyze and create social media posts using the simulator program was exceptional, often ranking high among his peers. He learned the system quickly and was able to leverage his learnings to influence the way he created content for TikTok and Instagram.

I was very impressed when I learned about Chris' hands-on experience organizing fashion shows and planning events outside of the classroom. He successfully organized and hosted the Raveway fashion show, demonstrating his skills in event planning, social media management, and networking. His ability to juggle multiple responsibilities, from creating flyers to coordinating with brands and artists, was truly impressive.

Chris also manages his parents' business and oversees their cleaning services, which speaks to his dedication and entrepreneurial spirit.

I have no doubt that Chris will excel in any endeavor he chooses to pursue. I'd be happy to discuss Chris's qualifications further.

Sincerely,



Natalie Craig