

Tomas Kaplan
(Former) Marketing and Business Development Coordinator
Brook Mcllroy
161 Spadina Avenue, 2nd Floor, Toronto, Ontario M5V 2L6
August 14, 2023

To whom it may concern,

I am writing this letter of reference for Tomas Kaplan who was a valuable member of our team at Brook Mcllroy. I helped supervise Tomas during his time with us. Tomas consistently displayed dedication in all his undertakings. His ability to take initiative and drive results was commendable and had a measurable and positive impact on our studio's performance.

Tomas was determined to effectively coordinate our diverse cross-Canada teams introducing modern collaborative tools and bringing his positive attitude to every new project. Tomas coordinated and creatively contributed to several proposal pursuits, resulting in several successful bids.

Using Brook Mcllroy's identity guidelines, Tomas produced compelling digital materials enhanced with tools such as QR codes that drove traffic to our website and increased followers on our social media platforms. Additionally, Tomas incorporated modern graphic design and user experience (UX) elements into our online and print collateral, ensuring our brand visual style remained relevant and unique.

Tomas has also demonstrated exemplary skills in organizing events. He effectively planned, promoted, and coordinated Doors Open Toronto, which attracted 346 visitors to our office. This event not only showcased our company's community engagement but also had a positive impact on our brand image and recognition, further enhancing our reputation.

Should you require any further information or have any questions, please feel free to contact me at amantin@brookmcilroy.com or +1 416-951-0191

Sincerely,



Andrea Mantin
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