

Letter of Recommendation

It is my honor and privilege to write a letter of recommendation for Jeanie Vela. I am in a unique position to write this letter since I first met Jeanie working on the TAFE board with her, then became friends with her, and finally, hired her as a social media consultant for my company, Excel Learning. I have seen her work ethic, personal character and integrity, her strengths and performance, and her professional promise.

Working with Jeanie on the Texas Academy of Faith & Arts Board gave me insight into her character, integrity, and work ethic. Although this was a volunteer position for her, she put countless hours into managing the TAFE website and social media accounts. Coordinating volunteer requests, teacher requests, board recommendations, and Head of School directives, Jeanie transitioned all information into concise, succinct pieces for the website and social media – and she did it with excellence. Videography, still photos, and stock graphics came together as she created a beautiful, engaging representation of a multi-ethnic, varied age level educational organization. Not only are parents proud to direct friends and relatives to the website, but students are too!

Jeanie's experience and expertise for the TAFE site made her a natural choice for my own website and social media accounts. Since technology and organization are not my strong traits, I asked Jeanie to consult with Excel Learning and take us on as a client. Her personal and professional strengths of organization, planning, implementation, and structure created Excel's own branding and enabled us to grow exponentially. Jeanie met with me weekly to determine needs, identify weaknesses, and provide ideas and suggestions which turned weaknesses into strengths. Following her directives on social media posts, video productions, written articles, and follow-up from client inquiries stretched the reach of Excel Learning exponentially. We began to see an upward trajectory and trend on our website, as well as social media accounts. Client traffic increased and so did revenue.


Since Excel Learning is a ministry of Lake Church, our church's finance team made the difficult decision to pull Excel Learning back into the financial purview of the church, requiring Excel Learning to utilize the Informational Technology Team the church was already paying for. I believe Excel benefitted greatly under the leadership of Jeanie Vela and I would hire her back today if the financial situation of the church allowed. She took a struggling new company and catapulted it into a self-sustaining organization which was gaining an audience and recognizable brand. I highly recommend Jeanie Vela. She will bring integrity and value to any organization she works with. Her personal attention will provide a fresh perspective, leverage expertise, and create an exceptional foundation for business growth. If I can provide any further information on the merits of Jeanie, please contact me at the number below.


Sincerely,


Rynthia Clements

Director, Excel Learning



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