



Chicago Office

33 W. Monroe St, Suite 2300,
Chicago, Illinois, 60603-5405
United States

Ph: 800 995 2300
Fax: 317 925 2943

info@SAF abroad.org

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To whom it may concern,

I am writing this reference for Sumin Lee to comment on her contribution to SAF Korea during her six-month part-time internship as a Marketing Assistant in the Marketing Department between September 2021 and February 2022.

Sumin has made an outstanding contribution to SAF Korea through her marketing internship. As the inaugural intern recipient for SAF Korea, Sumin demonstrated her proactiveness and initiative to establish new marketing initiatives that will continue to reward our organization into the future. This is most evident in her creation of our Naver Blog, where she tried numerous approaches and quickly learned what works best for our market. She took these lessons and integrated them into paid advertising campaigns on Google and Naver, demonstrating her creativity, intelligence, and can-do attitude. Sumin also oversaw the creation of new marketing assets and the maintenance of existing digital marketing content, such as our EDMs and website.

Like many high achieving young people, Sumin immersed herself into her commitments. She is responsible and highly organized, and she impressed her colleagues with her professionalism and communication skills. Sumin is amicable and creative and provided valuable insights from her professional experiences.

We are grateful for Sumin's contribution to our organization and wish her all the best for the future.

Warm regards

A handwritten signature in black ink, appearing to read 'Ben Mack', written in a cursive style.

Benjamin Mack

Associate Vice President, International Recruiting & Marketing

SAF and IES Abroad