

November 20, 2024

Admissions Committee

Condé Nast College

London, United Kingdom

Dear Admissions Committee,

I am writing with great enthusiasm to recommend Morgan Perry for admission to the Master's program in International Business at Condé Nast College. As the Internship Seminar professor and Internship Coordinator at the Institute for American Universities in Barcelona, I had the pleasure of working closely with Morgan during her semester abroad in Spring 2024.

Morgan distinguished herself through her exceptional performance both in my seminar and during her role as Art Industry Marketing Intern at BeAMalevich, a local creative agency. Her ability to navigate cross-cultural business environments and adapt to international workplace dynamics was remarkable. In the internship seminar, she was consistently one of the most engaged participants, demonstrating analytical thinking and cultural sensitivity through her thoughtful contributions to class discussions. Her coursework consistently exceeded expectations, revealing a deep understanding of international business practices and cross-cultural communication.

What particularly impresses me about Morgan is her proactive approach to learning and her demonstrated ability to drive tangible business results. At BeAMalevich, she took ownership of several significant initiatives that showcased her marketing acumen and international business capabilities. She skillfully developed digital content for product launches and brand strategies using Canva and Adobe Photoshop, significantly enhancing the company's brand visibility. Her collaboration with the supervisor on product quality testing and website enhancement demonstrated both technical competence and a keen understanding of user experience. Most notably, she initiated strategic partnerships with international museums and distributors that resulted in a remarkable 20% growth in the consumer base – a testament to her ability to navigate complex cross-border business relationships.

Morgan possesses the perfect combination of creative marketing skills, business acumen, and cultural adaptability that would make her an excellent fit for Condé Nast College. Her proven track record in developing international partnerships, combined with her exceptional academic performance in our program, has given her a solid foundation in global business practices. Moreover, her genuine passion for exploring different work cultures and her demonstrated ability to thrive in diverse environments suggest she would make valuable contributions to your program.

Based on my observation of her growth during her time in Barcelona and her clear commitment to pursuing an international career, I am confident that Morgan would excel in your Master's program. She has demonstrated not only the academic capability and professional potential but also the practical experience and cross-cultural competence that align perfectly with the demands of international business studies.

I enthusiastically recommend Morgan Perry for admission to your program. Please don't hesitate to contact me if you require any additional information about her qualifications or achievements.

Sincerely,



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