

Letter of Recommendation

12th September, 2024

Dear reader,

I have worked at ArtWOD as a freelance teacher since November of 2022, and have had the pleasure of collaborating closely with Ellie Tattersall for just over a year, as she was involved in planning and co-hosting our community streams alongside me.

During Ellie's employment, I have seen firsthand and in real-time the exponential growth of our social media platforms, owing largely to her planning and content strategies. In the span of just over a year, our TikTok grew to over 200.000 followers, with Instagram lagging just a few thousand behind, with Ellie having both planned and edited the vast majority of image and video posts there. It is my belief that this social media growth contributed significantly to the overall growth of our user base, community, and the company as a whole.

Before Ellie's tenure, the Instagram platform had only a few thousand followers, while TikTok was non-existent. Ellie was also instrumental in the development of our growing Discord community, specifically proposing, planning, and even co-hosting our most engaging streams, such as Teaching Tuesdays, which has become a staple for many of our students.

I believe Ellie's enthusiasm, pro-activity, inventiveness and great understanding of online communities all make her a perfect fit for the role as a Social Media / Community Manager.

Please feel free to contact me if you require any further information.

Sincerely,

Ognjen Sporin,
Artist / Teacher

✉ ognjensporin@gmail.com
