



To Whom It May Concern:

Please accept this letter as an enthusiastic recommendation of Jalena James.

I've known Jalena since August 2017 when she took my Advanced Public Relations Writing course at the University of South Carolina, and taught her again in the spring of 2018 in our capstone course, Public Relations Campaigns.

Jalena's work in the writing course was a great demonstration of her strengths of effective writing skills, creativity and strategic thinking. The course involved developing plans and portfolio materials to assist a startup organization in establishing their brand identity and position, social media content strategy, crisis communications plans and responses, social responsibility proposals, owned content, and more. Jalena's assignments were consistently well organized and well executed, and they indicated an aptitude for thinking more deeply about the assignment before embarking upon it. She demonstrated a willingness to work collaboratively with other students on group projects while being receptive to new concepts and constructive feedback.

Before I joined USC's faculty, I spent more than twenty years in the public relations profession, and I've spent the past decade in particular mentoring young professionals. I know what skills and qualifications foster success in the industry. I have every confidence that Jalena will be successful in public relations because she has an excellent work ethic; she is receptive to learning new ideas and concepts; she is empathetic and receptive to the thoughts and needs of others; she is an excellent writer; and she has a deep understanding of how public relations plays a role in shaping opinion and behavior.

Thank you for your serious consideration of Jalena James for this opportunity. If I may offer additional insight, please don't hesitate to contact me at (803) 479-0411 or kellydavis@sc.edu.

Thank you,

A handwritten signature in cursive script that reads "Kelly J. Davis".

Kelly Davis, MMC, APR
Public Relations Instructor