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To Whom It May Concern

I am pleased to recommend Allison (“Ali”) Chandler, with whom I had the privilege of working closely during my time as director of marketing at Citrin Cooperman. In her role as our sole dedicated in-house writer and editor, Ali consistently demonstrated exceptional skill, professionalism, and strategic insight while supporting an ambitious slate of large-scale, inaugural projects.

Ali was instrumental in developing a growing catalogue of cornerstone thought leadership, including industry e-books, articles, and comprehensive survey reports. The sheer volume and complexity of these initiatives would be significant for any writer, let alone one also responsible for a full workload of day-to-day writing and editing. Ali not only managed this demand; she elevated the quality and impact of the firm’s content in the process.

Ali approached every assignment with a clear focus on the reader. She consistently asked the most important question any writer can: “What’s in it for my reader?” This mindset was evident in the thoughtful, probing questions she brought to marketers and practice leaders at the outset of each project. She worked diligently to uncover the real story, clarify the value proposition, and ensure each piece delivered meaningful, actionable insight to its intended audience. Her writing reflects a distinctive “content-inclusive brevity” – she is succinct without being shallow, able to “cut to the quick” while still preserving nuance, depth, and relevance.

In addition to her strength as a writer, Ali is a meticulous and highly capable editor. Her editorial eye is as sharp as her creative one. She brings structure, clarity, and consistency to complex materials and is adept at refining others’ work without losing their voice or intent. This dual capability as both creator and editor was invaluable in advancing the firm’s content standards.

One of Ali’s most notable contributions during my time working with her was her willingness and desire to step more fully into a strategic role. Previously, I often served as the conduit between our leadership and Ali, translating strategic direction into creative briefs. Ali initiated taking a more direct seat at the table. By joining select meetings with the firm’s leadership, she was able to hear directly from stakeholders, ask clarifying questions in real time, and help steer conversations toward what truly needed to be communicated. This shift reduced misalignment, saved time, and resulted in content that more accurately and comprehensively reflected our leaders’ perspectives and our clients’ needs. This is a clear example of her forward-thinking mindset: she is always considering how content will live, evolve, and continue to add value over time.

Ali’s calm demeanor and steady, reasoned presence made her a pleasure to work with. She was unflappable in the face of shifting priorities, competing demands, and tight timelines, and consistently helped ground our team in thoughtful, practical next steps. She brings a rare combination of creativity, precision, strategic thinking, and emotional intelligence to her work.

I recommend Allison Chandler without reservation. She would be an asset to any organization seeking a skilled, strategic, and dependable content leader. Please feel free to contact me at Carolyn_moses@hotmail.com if you would like to discuss her qualifications in more detail.

Sincerely,

Carolyn Johnston