

Karynne Estrada
Marketing Director
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To Whom It May Concern:

I am pleased to recommend Ali Chandler, with whom I have had the opportunity to work closely with across multiple practice groups over the past several years. Ali has distinguished herself as a highly skilled writer, thoughtful strategist, and trusted collaborator who elevates the quality of our marketing content and the efficiency of our processes.

In her role, Ali has a unique vantage point across the firm. She regularly reviews content on a wide range of topics and consistently brings that broader perspective back to the teams she supports. She doesn't simply edit what is given to her; she thoughtfully evaluates whether a topic is current, relevant, and aligned with market conversations. Her recommendations are always framed constructively and backed by data and examples of what she has seen work well in other groups. I have found her insights invaluable in improving the clarity, focus, and impact of the content my teams produce.

Ali has also become an important resource for integrating SEO best practices into our thought leadership and marketing pieces. She proactively incorporates timely, relevant keyword and structural recommendations into drafts, helping ensure that the content we develop is not only well written but also discoverable and competitive in search. This combination of editorial skill and SEO awareness has been a major asset as we work to expand our digital presence.

Her communication skills are consistently outstanding. Ali provides timely, reliable updates on all writing and proofreading requests. When questions or issues arise, she follows up quickly and clearly, which allows us to maintain momentum and hit our deadlines, even on complex or fast-moving initiatives. She is fully capable of structuring and managing her projects independently — engaging subject-matter experts, asking thoughtful questions, and clarifying nuances as needed.

Ali manages a high volume of projects simultaneously, yet her work is delivered on or before agreed-upon deadlines with consistent quality. Her professional yet approachable communication style makes it easy for both marketing colleagues and senior leadership to work with her. She sets clear expectations, listens carefully, and is receptive to feedback, which contributes to a very productive working dynamic.

One of Ali's greatest strengths is her ability to navigate a wide range of partner personalities and expectations. The partners in my groups have diverse communication styles and varying demands, yet Ali is able to adapt to each of them, build trust, and guide projects toward a successful outcome. Her calm demeanor, tact, and emotional intelligence allow her to manage competing priorities while still producing content that reflects each partner's voice and goals. This is truly a distinctive talent and one that has a meaningful impact on our ability to deliver high-quality work.

It is a genuine pleasure working with Ali. Her insight, professionalism, and positive attitude make her invaluable; her contributions have significantly enhanced the quality of the content my teams deliver. I am confident that any organization would benefit from her expertise, work ethic, and collaborative spirit.

I recommend Ali Chandler without reservation. Please feel free to contact me at [personal email] if you would like further information about her performance and capabilities.

Sincerely,

Karynne Estrada