

June 23, 2026

To Whom It May Concern:

I am writing to provide my highest recommendation for Kristina Persall. I had the pleasure of working with Kristina at Okinawa Stray Pet Rescue (OSPR) and have witnessed firsthand her dedication, professional expertise, and ability to drive results.

During our time together, I personally worked alongside Kristina while she provided multiple services and filled numerous roles within the organization. Kristina primarily handled marketing and social media management, consistently demonstrating exceptional skills in project management and creative execution. She possesses the rare ability to bridge the gap between marketing requirements and actionable solutions.

Kristina demonstrated essential skills and qualities for driving growth, such as:

- **Strategic Brand Development**

She excels at translating mission-driven goals into comprehensive marketing strategies, driving consistent brand awareness, increasing pet adoption rates, and fostering meaningful community engagement across all platforms.

- **Data-Driven Content Strategy**

She possesses an exceptional ability to craft compelling narratives around rescue stories, utilizing audience analytics to refine messaging and increase donor support and volunteer engagement across all social and digital channels.

- **Creative Leadership & Collaboration**

She is a natural leader who fosters innovation in animal advocacy, effectively guiding volunteer teams and partners to deliver cohesive, high-impact campaigns that elevate the organization's visibility and impact.

In addition to her marketing expertise, Kristina is a dedicated professional whose commitment to brand growth and creative strategy makes her an exceptional candidate for a Marketing and/or Social Media Director role. I am confident she will bring to your organization the same level of innovative thinking and strategic execution she brought to OSPR.

I highly recommend her for any team looking to elevate their digital presence and drive measurable engagement.

Please feel free to contact me should you require any further insights into her qualifications and professional achievements.

Sincerely,

Courtney Hickling

Okinawa Stray Pet Rescue (OSPR)

Personal phone number removed for public display.