

To Whom It May Concern,

It is with the utmost enthusiasm and without reservation that I write this letter of reference for Kristina Persall. During her time in the Marketing Experiential Capstone, Kristina completed a comprehensive marketing strategy and capital campaign for Prescott Meals on Wheels that can only be described as an agency-grade masterpiece. Out of the more than 130 capstone projects I have reviewed during my career as an educator, executive coach, and higher education administrator, Kristina's work stands out as perhaps the single best submission I have ever evaluated.

Kristina's project spanned over 50 pages of exceptional analytical depth and disciplines. Her task was to take a historic nonprofit organization and build a strategic framework to expand its community visibility, volunteer pipeline, and donor database to support an upcoming capital campaign. What she delivered went far beyond an academic exercise, it was a complete, turn-key solution ready for immediate board-level deployment.

Her work demonstrated several elite competencies that make her an ideal candidate for any senior marketing position:

- **Transformational Strategic Vision:** Kristina successfully re-engineered the organizational identity of the nonprofit, moving public perception away from a transactional meal-delivery program toward a critical community lifeline.
- **Demographic & Analytical Mastery:** She conducted a flawless, data-driven demographic analysis, building distinct, highly targeted messaging tracks for complex audience segments, including adult caregivers, local business partners, and public officials.
- **Flawless Execution Readiness:** Her project was paired with professional-grade visuals and a meticulously detailed 12-month campaign roadmap integrated with seasonal community themes and turn-key public relations assets.
- **Balanced Rigor and Empathy:** Kristina showed a rare ability to ground a multi-million-dollar capital expansion campaign in rigorous data while maintaining deep empathy for the homebound individuals the organization serves.

Kristina is an exceptionally disciplined tactical executor, a visionary strategist, and an absolute professional. She possesses the exact combination of analytical rigor, executive presence, and creative storytelling required to lead high-stakes marketing initiatives in any corporate, corporate-consulting, or nonprofit environment.

She has my full, unconditional support as she transitions into the next chapter of her marketing career. Any organization fortunate enough to hire her will gain an invaluable asset. Please do not hesitate to contact me if you require any further information regarding her exemplary work.

Sincerely,

Gary L. Fretwell Board President, Prescott Meals on Wheels Adjunct Faculty Member, Western Governors University