

To Whom It May Concern,

It is my pleasure to recommend Kristina Persall. I had the privilege of working with Kristina while serving as Director of Marketing and Sales for Gerald Jones Auto Group, and I can confidently say she is one of the most capable, dependable, and driven marketing professionals I have had the opportunity to lead.

Kristina joined our organization during the creation of our in-house digital marketing department, a significant initiative that required coordination across five dealership locations, multiple General Managers, photographers, detail departments, inventory teams, and marketing personnel. From the beginning, she distinguished herself through exceptional organization, communication, and ownership of every project entrusted to her. Her leadership potential became apparent almost immediately, earning her a promotion into a leadership role within her first month.

One of Kristina's greatest strengths is her ability to bring structure to complex operations. She helped develop and optimize the workflow that moved vehicles from acquisition to online publication by coordinating detailing, photography, copywriting, website merchandising, graphic design, and promotional marketing. Her efforts helped improve efficiency and accountability throughout the department and significantly increased turnaround times during the first months of our new operation.

Beyond operations, Kristina consistently produced high-quality marketing materials including digital campaigns, promotional graphics, dealership event advertising, in-store signage, vinyl banners, sales collateral, and branded marketing assets. She possesses an uncommon ability to balance creativity with strategy, ensuring that every project not only looked professional but also supported measurable business objectives.

Kristina's interpersonal and communication skills allowed her to build productive working relationships with employees at every level of the organization. She collaborated equally well with executive leadership and frontline staff, always maintaining professionalism, positivity, and accountability. She is proactive in anticipating department needs, takes initiative beyond the expectations of her role, and consistently finds solutions rather than waiting for direction.

What has always impressed me most is Kristina's character. She is dependable, hardworking, highly organized, coachable, and genuinely committed to the success of the organization. All the intangibles that lead to success in the workplace are in order with Kristina. There will be no unpleasant surprises, and I am confident she will fit in quickly, strengthen any team, and positively contribute to workplace culture.

Since our time working together, I have continued to follow Kristina's professional growth and have been impressed by her commitment to continuous learning. While balancing the unique demands of military family life and frequent relocations, she has earned both her Master of Business Administration and her Master of Science in Marketing. Her determination, resilience, and dedication to professional excellence are qualities that have only strengthened over time.

Kristina possesses a rare combination of leadership, operational discipline, creativity, strategic marketing knowledge, analytical thinking, and genuine integrity. She consistently exceeded expectations during her time on my team, and I would welcome the opportunity to work with her again. I recommend her without reservation for any marketing, communications, branding, project management, or leadership position. She will be an asset to any organization fortunate enough to have her.

Please feel free to contact me if you have any questions.

Sincerely,

Timothy Crabb

Senior Sales Consultant, Ford Motor Company
Former Director of Marketing and Sales
Gerald Jones Auto Group

Personal phone number and email address removed for public display.