



Dear whom it may concern:

This letter of recommendation is for Megan Weeks. For a little over three years, Megan was my direct report at Advance Auto Parts, headquartered in Roanoke, Virginia. She and I were on the commercial retail side of the business in the Marketing Department and were responsible for driving marketing initiatives that pushed \$56 million a week in commercial sales. As part of the fast-paced industry of retail, our team was often tasked with coming up with new ideas for promoting products, responding to changing market conditions and for interviewing account managers in the field to ensure we were adapting promotions and marketing to the current sales climate.

Megan repeatedly stepped up to the unique challenges that come from working at a Fortune 500 company. As part of Advance's premium brakes product launch, she conceived and designed a product marketing kit that appealed so well to our commercial audience that it successfully helped drive sales to more than \$400,000 in the first month — well exceeding targets. When presented the difficult task of creating consistent door signage, she came up with a customizable entry sign option that would fit the multiple door configurations for more than 5,000 stores with just four total kits — which solved the problem more cost-effectively than we anticipated. She also gave our team the capability to bring an expensive commercial Tool and Equipment catalog in-house, which she managed alone from design to printing. This saved Advance \$12,000 per quarter.

In addition, Megan also handled bi-lingual, quarterly commercial sales catalogs, multiple flyer promotions, store décor graphics and much more, often managing as many as 15 projects at any time, all without missing deadlines. In my three years as her supervisor, Megan consistently held a 99.5% or higher average for timeliness to deadlines and accuracy to detail.

In my more than 20 years experience in managing creative teams, I find Megan to be the most reliable, the most efficient and the most creative of those I have instructed. Of all the members of Advance's team, I relied on Megan the most heavily because she simply never let me down. I highly recommend her. Her work ethic, her organizational skills and her talented design would make her an asset to any team. If you would like further information, don't hesitate to contact me.

Regards,

Ananda Young
Brand Manager, Delta Dental of Virginia

ananda.young@deltadentalva.com
540-989-8000 ext 3116