



HER

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Hello,

My name is Shana and I am the Head of Community for HER app and I am writing to recommend Bethany for the Digital Strategist & Analyst role. To start off, Bethany is one of the hardest working and most detailed oriented people I have ever had the pleasure to work, and wanted that to be known.

Bethany was a part of our Social Media team at HER, where she went from focusing solely on Facebook growth to overseeing our entire content and growth strategy for the platform. Bethany has a true dedication to working in multiple, high paced environments and delivering at a high level. Always searching for new updates, and becoming a master at them almost as soon as she finds them. We had a small, but mighty team and Bethany was a key component to that by stepping up into a new role where she was in charge of implementing our growth and content strategy, as well as developing and growing a Facebook group army for LGBTQ+ events. While working at HER, Bethany also had a host of other jobs where she oversaw marketing, both organic and paid social media campaigns and so much more that I couldn't keep up. She was able to balance her time, and provide attention and high quality results to each of these places.

Bethany would be an asset to your team and company in multiples ways, and for a team member who was working remotely it was amazing to see the job grow and flourish as she worked on it. Please let me know if you need any more information or extra details.

Thanks,
Shana