

Avis McMillon

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To Whom it May Concern,

Mr. Basem Hassan is a creative, strategic, high energy individual who is equally as effective working on solitary projects or on a team. I had the opportunity to work with Mr. Hassan during a critical time for the department of College Relations at Brookdale Community College, where I formally served as executive director.

I had recently lost two key communication staff members who handled media relations and social media. Mr. Hassan filled the gap, handling a variety of projects quickly and effectively. He demonstrated his ability to work with sensitive and confidential matters while assisting me in handling a negative issue that went viral on social media and drew national media attention. He also stepped in and handled much of the day-to-day social media posts.

Mr. Hassan's exceptional interpersonal skills and problem-solving capabilities allowed him to become a valued member of the College Relations team. He worked with staff members to brainstorm ideas and develop creative ways to tell the Brookdale story. He developed creative and engaging content to promote a variety of events.

I am confident that Mr. Hassan will be an asset to any creative team in a higher education environment. If you have any questions or need additional information, feel free to contact me.

Sincerely,

A handwritten signature in black ink that reads "Avis McMillon". The signature is written in a cursive style with a long horizontal flourish extending to the right.

Avis McMillon