



Subject:  
Basem Hassan

To Whom it May Concern;

I am writing regarding Mr. Hassan and his time with our company. Mr. Hassan has been a creative force in the development of our business trajectory of the last 3 years. When Mr. Hassan on-boarded it was at the launch of our rebrand and expansion of services, as well as our entry into the state and federal service market space.

As a B2B and B2G design and visual communications company we needed to move from a small business serving company into a company that could serve regional and national companies yet still maintain our footprint of helping small businesses grow. Mr. Hassan was instrumental in helping our private sector development, allowing other team members and management to focus on our other verticals.

Mr. Hassan helped to develop our social media & branding content as portfolio based marketing strategies; creating a more effective use of social media, web and digital outlets by distilling our social media footprint to the appropriate marketing platforms. Additionally Mr. Hassan helped to develop our film and video services, alongside film veteran Doug McAward, into a technologically streamlined service, and vetted our video personnel to bring us some of the most talented up and comers in the industry.

Mr. Hassan's extensive experience reaches further than that mentioned; he acted as creative director, production coordinator, art director, film editor, photographer and more; wearing more hats than was required. His talent and experience have been value add to this company's culture, vision and direction.

In addition, our creative team has a love for Mr. Hassan, every member has looked to him for guidance, creative process, help and creative direction whether he was on an assigned project or not. He has become more than an asset to them, he has become a mentor, friend and elder statesmen whom they have formed long lasting, trusted relationships with.

As the founder of this company, Mr. Hassan has taken my own creativity forcing me to go way beyond what I initially envision as well as reeled me back when I was too far out. I am proud to have had the opportunity to work with him and believe these words alone cannot convey just how valuable an asset he has been both professionally and personally.

Eric Vincent Allen  
Partner

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