

Alex Morgan

Head of Marketing, Brightline Software

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October 8, 2026

Hiring Committee
Northwind Analytics
1 Federal Street, Boston, MA 02110

Re: Letter of recommendation for Jane Doe

Dear Hiring Committee,

I'm pleased to recommend Jane Doe for the Director of Marketing position at Northwind Analytics. I was Jane's direct manager at Brightline Software for four years, where she worked as our Marketing Manager, and she is one of the most effective marketers I've worked with.

Jane took over a content program that was producing very few leads and turned it into our largest source of pipeline. Within 12 months, inbound leads grew 140%, and organic search became responsible for nearly half of all demo requests. She did this while cutting our cost per lead by 35%.

Beyond the numbers, Jane is a natural leader. She hired and trained a team of four, built clear processes everyone could follow, and was the person sales leaders came to first when launching a new product. She communicates clearly, takes ownership of results, and stays calm under pressure.

I recommend Jane without reservation. She would be a strong addition to any marketing team, and I'm confident she would succeed in a director role. Please feel free to contact me at (555) 987-6543 or alex.morgan@brightline.com if you'd like to discuss her work further.

Sincerely,

Alex Morgan
Head of Marketing, Brightline Software