



A different brand of thinking

May 10, 2017

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I had the opportunity to get to know Rachel Peck as my creative intern, through my role as Creative Supervisor at The Martin Group. Rachel was a pleasure to have on board, exhibiting a strong desire to learn and understand the various facets of the advertising and communication field. She was very organized, punctual, and extremely diligent regarding her tasks and assignments and always took advantage of the opportunities offered, even attending film sessions on weekends, in order to gain more experience and fully benefit from her time with us.

During her time here, Rachel's main assignment was to create an on-boarding kit for future Martin interns that reflected the company's recent rebrand. Throughout this process, she demonstrated the ability to think strategically about design beyond just creating a pleasing aesthetic. She put a lot of thought into planning the components of the piece and later exhibited her ability to take pre-existing design elements and implement them to create new collateral as a cohesive transition of the brand. Rachel was very receptive to feedback and criticism and always wanted to know what she could do better and in what other ways her designs could be improved. As our intern, Rachel was also exposed to various aspects of broadcast and was able to attend film shoots, photo shoots and radio records. She was extremely professional in the midst of all these client environments, helpful in assisting the crew, and assertive in asking questions about the entire process. In addition, Rachel never hesitated to jump in if any of my colleagues needed help with any smaller company tasks.

On a personal level, I found Rachel a pleasure to be around and work with. She is articulate, polite, committed and motivated and I believe she will make a great addition to any team given the opportunity. I wish her lots of luck and success in her future endeavors.

Barbara Riso
Creative Supervisor