

18<sup>th</sup> January, 2010

To whom it may concern,

This is a letter of introduction to Caroline Cadenza, a copywriter I have had the pleasure of working with for 10 years.

Caroline joined Proximity in March 1999. In that time she has worked as a solo writer with most of our art directors and across all our clients. She is as comfortable writing compelling online content for busy mums, as she is in writing reassuring letter copy for small business owners, or product guidelines for technically savvy IT experts. Her flexibility and versatility make her a unique and valuable asset in any creative department.

One of the things I particularly admire about Caroline is her professionalism; she applies the same love and care to getting the wording right on a BRE as she does to long and complex site narrative.

For those with a love of old-school grammar, Caroline is a delight. She not only writes with precision and a wonderful grasp of the English language, her work never needs to be corrected for lazy grammatical errors or embarrassing tautology. And her quirky sense of humour enables her to bring a light touch to her work.

In short, she is a true professional and a conscientious crafter of words. I know you will not be disappointed if you employ her in any capacity.

Yours sincerely,



Caitlin Ryan  
Executive Creative Director