

October 12, 2026

To Whom It May Concern:

I am pleased to recommend Young Park for a junior marketing or sales support position. I have known Young for five years, first as his instructor in the Creative Entrepreneurial program at the College for Creative Studies, and since his graduation, as his employer at The Utmost Group, my branding agency, where he has worked for three years as a Marketing Associate. I have watched him grow from a student into a dependable professional, and I can speak to his work firsthand.

Young's contributions at The Utmost Group have been significant. He pushed me to sharpen the agency's positioning, then built our new website, with me as content writer. Over the past three years, he conceived and launched all of our social media, including my ongoing thought-leadership content on LinkedIn. He also created a targeted list of more than 500 new business prospects by analyzing LinkedIn data, then ran direct email outreach to them. He initiated each of these projects, not as an assignment.

What I value most about Young is that I trust him to keep his word. When he commits to something, he gets it done and works tirelessly to make it succeed. He is quiet and thoughtful by nature, and that carries into his work: he thinks things through before acting and holds himself to a high standard.

Young does his best work with a manager who is positive, encouraging, and coach-like. He responds very well to feedback, including corrective feedback, when it is constructive and respectful. As with most people, he is less effective under negative or personal criticism. In the right environment, he is highly productive and will continue growing.

Based on his experience and interests so far, I recommend Young for a junior marketing or sales support role, and I believe he would be a real asset to a team that invests in developing its people. I welcome conversations with anyone considering him.

Sincerely,



Chris Grindem
Executive Director

The Utmost Group



THE UTMOST GROUP

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