



CIRCA 1812

CARMEL CENTRAL SCHOOL DISTRICT

February 2015

Looking for a highly skilled, creative professional to produce high quality videos or to jazz up your website? If so, Jeffrey (Jeff) Davis is the one to call. In my capacity as Public Information Officer for Carmel Central School District, I have had the opportunity to work with Jeff for more than ten years on several projects involving videography and website development. During this time I have gotten to know Jeff well and can thoroughly attest to the wealth of skills, abilities and knowledge he brings to any job.

Jeff's strengths are many. He has a positive, can-do attitude. He is reliable, adaptable and dedicated. He takes the initiative to learn about relevant issues affecting the organization. He then submits creative and appropriate proposals and suggestions that help put the organization in the best light. He willingly takes the lead for projects. He can work independently, but is also extremely effective in working with people of all ages.

Jeff's thoughtful approach has earned him several awards and recognitions from my professional association, New York School Public Relations Association. Of note is an award of Excellence for a district branding/marketing campaign that included a video Jeff produced (2010). Jeff also earned an award of Honor for a video production on integrating technology into instruction (2008) and an award of Merit (2014) for a video production about our high school and what is great about today's students. Other noteworthy projects spearheaded by Jeff included a complete overhaul of our website and a series of video tutorials on using the district's mobile app.

Jeff is determined and motivated and he has an extensive understanding of videography, graphic arts and website development. He is an ideal candidate for any project you may have in mind. It is with great pleasure that I highly recommend Jeff for your next project.

Please don't hesitate to contact me if you have any questions.

Sincerely,

A handwritten signature in blue ink that reads "Susan Dieck, APR". The signature is fluid and cursive.

Susan Dieck, APR
Public Information Officer

Teaching Children; Building Futures