



Dear Hiring Manager,

It's my pleasure to recommend Mariah Ayala for employment with your company. Mariah reported to me as a Copywriter for two years.

I've listed a few of Mariah's most noteworthy achievements below:

- She took the lead on increasing our Spencer's marketing email open rates YOY (39% → 43%). She did this by researching and writing compelling subject lines, pre-headers, and body copy for all Spencer's marketing emails. In doing so, she helped shape the brand's tone and voice, provided customers with in-depth product information, and drove traffic to our site.
- She wrote hundreds of product copy descriptions for both Spencer's and Spirit Halloween, following a strict set of copy standards while maintaining a playful and engaging tone.
- She pioneered our Spencer's SMS marketing initiative as the first copywriter to take on SMS messaging, identifying best practices and setting the copywriting standards in this area.
- She helped our team surpass a goal of expanding our Pinterest presence through pins and impressions. She did this by selecting trending topics that align with the brand, creating share-worthy images in Canva, and writing SEO-rich copy to accompany each pin.

Mariah is both talented and trustworthy. She is constantly refining her craft and taking the initiative to learn new skills. Most importantly, she's a joy to work with. Given the proper tools, I have no doubt that Mariah will make a positive impact on your company.

Sincerely,

Missy Stranahan

Ecommerce Content Manager

(609) 335-5638

Missy.stranahan@spirithalloween.com



Dear Hiring Manager,

Mariah is a true leader whose creativity, writing ability, and marketing skills are always on display. From email, SMS, SEO, and product copywriting to blog, Pinterest, and website content creation, she always shines no matter the assignment. She's a motivated and reliable individual who's far from just a copywriter – she's an excellent content marketer who truly gets it – someone who will undoubtedly make her next team better.

I can't say enough positive things about my experience working with Mariah. Watching her grow from an inquisitive intern to the incredibly gifted copywriter and content marketer that she is today has been an absolute pleasure, and I know she'll only get better!

Sincerely,

Tyler Douris

Associate Content Manager

(609) 645-5331

Tyler.Douris@spencergifts.com



Dear Hiring Manager,

I had the pleasure of working with Mariah in my role as the Sr. Director of Marketing for Spirit Halloween and Spencer Gifts, and she is one of the most effective and thoughtful copywriters I've partnered with. Mariah specialized in email content for both Spirit Halloween and Spencer Gifts. Her writing was always well thought out and met the brief or brand goals. Her product and on-site copy consistently balanced brand voice with conversion, helping turn browsing into buying. She is strategic, detail-oriented, and a great partner to work with. I highly recommend her to any ecommerce or digital team.

Sincerely,

Dave Roesch

Senior Director of Ecommerce Marketing

(609) 798-0505

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