

Letter of Recommendation for Zak Sheldon

Zak has been responsible for driving awareness of WakeScout (www.wakescout.com) throughout the water sport community by executing an effective, comprehensive social marketing campaign.

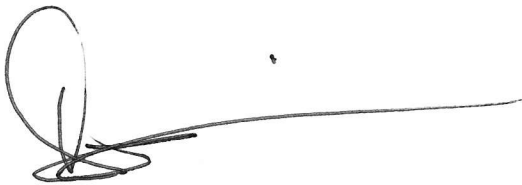
Digital marketing responsibilities include daily engagement of the water sport community through Facebook and Twitter, including the promotion of WakeScout by creating and posting targeted content about wakeboarding, waterskiing, wakeskating, wakesurfing; featuring WakeScout listings throughout the world; promoting water sport competitions and events; interacting, inviting dialogue, responding to inquiries and providing feedback.

Zak has also been responsible for leading an initiative to establish the credibility and building awareness of WakeScout throughout the collegiate water sport community by developing and executing an effective strategic marketing plan that involves gaining the participation of collegiate water sport athletes throughout North America to help promote WakeScout to the water sport community.

Additionally, Zak has been involved in the development, implementation and management of online contests to help create awareness and drive traffic to WakeScout.

Finally, Zak has made recommendations to management in regard to site content and functionality to ensure WakeScout remains a valuable resource to the water sport community.

In summary, Zak has been instrumental building the social marketing reach of WakeScout. He can be relied upon to execute his responsibilities in an outstanding manner. I recommend Zak without hesitation.

A handwritten signature in black ink, consisting of a large, stylized loop on the left and a long, horizontal line extending to the right.

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