

EndemolShine NorthAmerica

June 20, 2017

To Whom It May Concern:

For the last year, I've had the pleasure of working with Tanisha Wilson. During that time, I've found her to be a best-in-class marketer. Her ability to quickly dissect needs and find ways to address them makes her one of the best solutions oriented marketers I know.

What sets her apart from the rest? Tanisha has the ability to amplify messaging across ANY platform. Her deep knowledge of the development of brand personality and attitudes and how she uses that to create messaging and communication for/about the brand is top notch. Tanisha's business savvy is equally matched by her skills as a creative/graphic artist. She always finds a way to infuse a brand's DNA into every piece of content which is a clear indicator of the marketing smarts she brings to the table.

Aside from her technical abilities, Tanisha has displayed qualities of the ideal teammate. Her level of professionalism, her ability to educate, to roll ups her sleeves and lead when needed are exceptional. Her energy and smile are infectious – Tanisha is a joy to work with.

As an entertainment industry veteran, with over 20 years of experience in broadcast and cable television marketing (10 years as an executive at noteworthy networks), I'm pleased to enthusiastically recommend Tanisha Wilson for any position she pursues.

Sincerely,

A handwritten signature in black ink, appearing to read 'Vanessa McCullers', with a long, sweeping horizontal line extending to the right.

Vanessa McCullers
Director, Brand Partnerships