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October 16, 2020

To Whom it May Concern,

I met Cass Hoverson in the fall of 2018 when she joined the OptumInsight Marketing creative team. Throughout her time working in the department, I had the opportunity to work with her on both large corporate projects and internal department initiatives.

Cass has been a truly valuable asset to our team! She is dependable and incredibly hard-working. When she first joined the team, her role was extremely specific; we needed a dedicated designer to help create, develop, and manage the marketing team assets being uploaded onto our corporate website. These requests would come in from employees across marketing — and were often high in volume, and unfortunately, almost always quick turns.

Her eagerness to jump into our massive data management system — to learn the nuances, and then develop best practices — was a huge advantage to our creative team. Our marketing partners loved having a central point of contact, and quickly took notice that she was able to keep up with the volume of work while maintaining her attention to detail. In fact, we were so impressed by how much self-discipline she brought to her work, that our leadership team asked her to make a training guide on best practices for using the platform. After documenting her processes, she hosted several training sessions with the broader design team; in these sessions she walked us through the process and provided context around the importance of maintaining accessibility standards for our users.

She quickly proved that she has the ability to manage a busy workload while effectively communicating updates back to project stakeholders. Across the past year, her job scope has expanded to *any* request that our Marketing partners may submit, including infographics, social media ads, invitations, web banners, white papers, brochures, sell sheets, and marketing decks.

Along with her undeniable talent, Cass has always been an absolute pleasure to work with. She quickly gained trust and respect from both our creative and marketing colleagues. Cass would be a beneficial addition to any organization looking for a creative and hardworking employee.

Please feel free to contact me at dixsonk@optum.com should you like to discuss Cass's qualifications and experience further. I'd be happy to expand on my recommendation!

Sincerely,

A handwritten signature in black ink that reads "Kimberly Dixon". The script is fluid and cursive.

Kim Dixon
Creative Director, Optum Marketing

April 9, 2018

Dear Hiring Manager,

It is truly my pleasure to write this recommendation for Cassidy Hoverson. I had the pleasure of working directly with Cass during her time as an Intern at the Mpls Downtown Improvement District (DID), and was continuously impressed by the work ethic, positivity, and the dedication she showed to our organization. I was Cass's direct supervisor at DID - as such, I feel confident that her abilities are going to take her far in her professional career and would highly recommend her for a position with your organization.

During her time with DID, Cass was engaged in several key projects including organizational rebranding, graphic design, marketing, communications, and website management. Cass exhibited a great ability to manage multiple tasks simultaneously while not compromising the quality of her work. Cass was also able to work effectively with DID's staff and communicate professionally with various levels of management. Cass is dependable; she was able to work independently without the need for close supervision when it was appropriate— an invaluable quality in a busy office such as DID.

The primary focus of Cass's internship with DID was the implementation of Mpls DID's new brand guidelines. Cass participated in working meetings with Capsule, the local creative agency which developed the new brand style for DID. During these meetings Cass provided thoughtful insight on the design proposals and was a valuable member of this important process. Once the branding direction was established, Cass utilized the brand elements and guidelines to design new artwork for several key collateral pieces as well as graphics for our fleet of work vehicles and public realm equipment.

Cass is a skilled graphic designer. During her time with DID she exhibited the ability to interpret and work creatively within set brand guidelines to create pieces that were unique while still being cohesive. She also had the opportunity to design collateral for DID's related programs, like Nicollet activation, and collaboration project including public wayfinding signage used for the 2018 Super Bowl.

As you can tell, I am quite impressed by Cass and offer my strongest recommendation on her behalf. Please feel free to contact me if you need additional information or perspective, I would be more than happy to expand on my recommendation. I can be reached directly at 612.296.6811 or KHaug@MplsDID.com.

Sincerely,



Kristi Haug
Manager of Stakeholder Operations
Mpls Downtown Improvement District
KHaug@MplsDID.com (612) 296.6811

Armaine Regine Decastro
(551) 265-2060
Armaine.Regine@gmail.com

To Whom It May Concern:

It is my pleasure to offer my unreserved recommendation for Cass Hoverson.

I've worked with Cass for two years as her colleague at Optum. I have had the privilege of working alongside her on a majority of my creative requests, including lengthy and detailed projects. I also had the opportunity to observe Cass's professional skills as well as interpersonal style. She is consistently pleasant and takes on all assignments with enthusiasm and dedication. When working with Optum's creative team, Cass is always my first choice.

As a marketer, I am constantly looking for new and innovative creative resources. With little direction and full artistic freedom, Cass created the highest performing social ads for my team. I am constantly amazed with the work she creates.

Regardless of deadlines or competing tasks, Cass always delivers on time. Her superior organizational and creative talent makes her the ultimate creative designer.

While I will surely miss working with Cass, she has earned the opportunity to further her career at your firm.

Sincerely,
Armaine R Decastro, MBA
Integrated Marketer, Optum