

3i Publishing: *Rolling Stone* South Africa

Letter of Recommendation

Intern: Mara Modell

Tasks: CMS administrator/Social Media Manager/Photographer

During Mara's three-month internship at *Rolling Stone South Africa* she instantly managed to learn the inner workings of RollingStone.co.za's Central Management System's (CMS) Joomla interface. Within the CMS she effortlessly posted between 8-16 news-related articles per day.

Each article she posted was accompanied by its own photograph, video or audio embed. Sourcing and customizing these photographs and HTML embed codes to fit their dimensions and specifications came very easy for her. She also had no problem adapting to *RS's* prescribed DTP style.

Mara managed to write more than two-dozen published articles during her internship and showed excellent communication, research, interviewing and writing skills. She worked extremely well under pressure to get these articles online before deadline and never struggled with her workload. She also showed innovated social media skills when sharing these articles on our multiple platforms.

Her ability to take serious initiative when it came to pitching stories and news related content made her a big asset during her time with us.

During her second month at the publication she also managed to get herself accredited as an official photographer at a music event. The quality of her photographs were above average and they got published on our website.

Further more Mara had a very friendly, calm, focused and passionate attitude in the office - she worked very well within the group and I would totally recommend her talents and services to any company.

Willim Welsyn (William Barnard)
Digital Editor/Photographer
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