

May 2, 2025

To Whom It May Concern:

It is with great enthusiasm that I recommend Meagan Moredock for entry-level social media positions. As her Advertising Campaigns professor at the University of North Texas, I've had the privilege of observing her strong work ethic, collaborative spirit, and creative approach to brand strategy challenges. Throughout our capstone course, Meagan demonstrated a sophisticated understanding of social media platforms and their strategic application in modern marketing campaigns.

As a Media Planner and Social Media Manager for SWOOP, UNT's student-run advertising agency, Meagan developed a strategic media campaign and created tailored social content that effectively met her client's objectives.

What distinguishes Meagan is her ability to balance creative content development with analytical thinking. Her experience managing her sorority's social media platforms and growing her personal TikTok community to over 8,800 followers demonstrates her exceptional talent for building engagement and her thorough understanding of platform algorithms.

Meagan's comprehensive understanding of the advertising ecosystem, combined with her focus on social media marketing, positions her for success in today's digital-first marketing landscape. Based on her academic performance, demonstrated professional capabilities, and proven ability to create engaging content that drives measurable results, I give Meagan my highest recommendation and am confident she will be an immediate asset to any advertising agency or marketing team fortunate enough to secure her talents.

Sincerely,



Kerri Sallusti, MBA
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