

5 October 2022

To whom it may concern,

It's my pleasure to recommend Ela Yürekli-Gorkay. In short, Ela is lovely. A pleasure to be around.

I have just finished working with her as my assistant and as part of the production team for the prestigious International MARKA Conference in Istanbul.

On a profession level she is prompt, efficient and effective. She does what she says she is going to do when she says she is going to do it. No drama. I was particularly impressed by the way in which she made herself indispensable, constantly looking for tasks that needed completing in what little spare time she had available. This positive spirit and attitude alleviated the pressure from her colleagues. She did all this with humility and grace. Ela is a team player.

Moreover, Ela is thoughtful and creative. She intuitively understands the bigger picture; that things go astray, problems need ownership and creative solutions, there is no defined rule-book or how-to guide. She grasps the nettle and takes personal responsibility for the outcome. Accordingly, she arrives at a problem ready to offer a solution.

She is able to take, professional, considered advice and direction and she can correct her course of action accordingly. This flexibility and willingness to try makes her an invaluable part of a team. In terms of style, she strives to keep her work simple, removing complexity. She strips problems and ideas back, relentless in her pursuit of the most elegant solution. This innate sense of simplicity, intuition and professional diligence sets her apart.

On a personal level, she is kind, honest and true. She embraces comments and critique from her peers, and keeps the team upbeat and happy. She is a joy, a breath of fresh air. She will be a great addition to any organisation.

One final note; if you are lucky enough to be reading this letter, hire Ela immediately! You will not regret it.

If you require any further information, please do not hesitate to contact me.

Yours faithfully,



BJ Cunningham.

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