

October 15, 2013

To Whom It May Concern,

It is my pleasure to serve as a reference for Victoria Bonnie Panthaky, who was a Creative Graphic Design Associate in Bell Mobility's Professional Management Program (PMP) from April 29, 2013 to September 6, 2013.

Operating under the marketing arm of Bell Mobility, the Professional Management Program (PMP) is a full time unpaid developmental opportunity allowing Associates to achieve personal and professional growth. The PMP models a corporate setting with Associates participating in functional departments and completing cross disciplinary assignments and training that support the Program and a well-rounded experience. The Creative department is representative of a broad range of disciplines including Graphic Design, Videography, 3D Animation and Photography with a mandate to leverage cutting edge equipment and software. In collaboration with the Communications and Marketing departments, the Graphic Design team is responsible for various collaterals in both print and digital form. Victoria was able to leverage cutting edge equipment and software, gaining an appreciation for various promotional collaterals in aspects related to print and digital forms.

Throughout her tenure, Victoria gained a deeper appreciation for working on more substantial assignments and delivered on time and to our satisfaction. Applying her technical skills, she also had the opportunity to collaborate with Photography Associates to deliver on promotional materials for our JingleBell initiative. She played a key role in the conceptualization of the layout and design of the catalogue. Victoria further received a sense of working in alignment with client needs when she designed the logo and booklet for the PMP Olympics. She contributed to the Program's onboarding process by designing the guides for our mentorship platform, which gave her valuable project experience.

Victoria delivered and received high satisfaction ratings on a cross-departmental Web Design and Development workshop. She also collaborated with other Associates to successfully develop and facilitate a module for our program-wide Tech Connections event. Her involvement in such initiatives enabled her to develop transferrable skills such as teamwork and public speaking skills. Her commitment to complete her projects within the given timeframe and positive attitude was well received by Associates.

Victoria has established herself at the Advanced level, completing the Silver Tier in the Program (participating over 700 hours). We wish her success in her future endeavors. If you have any questions regarding the contents of this letter, we ask that you please contact the Program Office of the Professional Management Program at [programoffice@thepmp.ca](mailto:programoffice@thepmp.ca).

Sincerely,



Magda Poreba

Image Arts Team Lead

Bell Mobility's Professional Management Program

Email: [programoffice@thepmp.ca](mailto:programoffice@thepmp.ca)