MYNAH

Powerful Solutions for Digital Plants

January 16, 2009

Letter of Reference for Jason Covington

To Whom It May Concern:

Jason Covington has worked for MYNAH Technologies for the last 3 years in the position of Communications Manager. As Communications Manager he was an essential part of our product marketing and sales team. Jason led an effort to update our web site, our technical documentation, and our marketing collateral. Under his direction, our web site traffic grew by a factor of ten and our email newsletter distribution list grew by a factor of five. Jason developed press relations, effectively negotiated trade journal print and on-line advertising, and coordinated press releases. He represented MYNAH as Communications Manager at industry events in North America, Asia Pacific, Europe, and the Middle East, presenting our products and solutions in trade show environments and formal presentations.

Jason is proactive and results driven. He has in depth knowledge of technical documentation best practices, website Search Engine Optimization, Google and Yahoo Ad-word campaign development, and corporate blogging. As he has developed and honed these skills at MYNAH, Jason has developed a strong interest in growing in the fields of on-line marketing, public relations, and communications beyond the need at MYNAH. He asked for my help in pursuing additional career opportunities and I support and recommend him.

Jason is a diverse and talented professional. He is creative and innovative. I know that his background in international marketing and communications will take him far. I also can tell that his strong presentation and training skills will make him a valuable addition to any organization.

Sincerely,

MYNAH Technologies

Martin Berutti
Business Director

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