

9/18/2019

To Whom It May Concern:

It is my pleasure to recommend Teale Failla as a bright, strategic and affable professional who eagerly undertakes new challenges, utilizing her vast experience in media, digital platforms, user experience and client empathy.

Teale was the Digital Strategy and Social Media Consultant for Monroe College Alumni Relations for 18 months. I approached her to help us maximize engagement with our alumni networking platform, Monroe College Connect. During her time with us, she increased membership and traffic by over 300%. She engaged in digital outreach both within our platform and across various other social media outlets. She also made presentations to alumni, highlighting the advantages of Monroe College Connect over other social media platforms. Teale traveled to various cities in the U.S. and Canada to represent Monroe College at Alumni Relations Summits and was awarded the Platinum and Diamond Awards in Alumni Engagement Strategy for her achievements.

I worked closely with Teale on a new Continuing Education initiative for which she wrote a comprehensive and persuasive proposal laying out the strategy for increasing alumni engagement, fundraising and degree enrollment by filling gaps she had found in the current continuing education landscape in Westchester and New York City. I am constantly impressed with her writing skills as well as her intuitive understanding of user needs and technology.

Most importantly, Teale is a pleasure to work with, taking the lead on strategy but also working well as a team member and colleague within the Monroe College family. She makes herself approachable to all members of my team as well as the entire College. She is a great communicator and knows how to harness assets to maximum advantage. I know I can count on her to give sound advice, think critically to solve problems and create initiatives that will directly benefit our alumni, students, faculty and staff.

We all wish Teale the best in her future endeavors and I highly recommend her for any employment or further study. Please do not hesitate to get in touch with me with any questions.

Sincerely,



Leslie Jerome
Director of Alumni Relations
Monroe College