

NGUYEN DIEP KIM THUY  
PR & Communication Manager  
FV Hospital, Ho Chi Minh City, Vietnam

20<sup>th</sup> July, 2012

To whom it may concern,

I write this letter to introduce Ms. Cao Bao Vy as a suitable and reliable candidate to you. I have worked with Ms. Cao Bao Vy since 2011 at FV Hospital, Ho Chi Minh City, where I am the PR & Communication Manager and she is the Senior PR & Communication Officer.

We have been working together not for a long time but it is enough for me to certify her ability and experience. There are two reasons why you should choose Ms. Cao Bao Vy as your new PR & Communication Supervisor.

Firstly, Ms. Cao Bao Vy had worked as a senior journalist, and then editor, for a long time before. Therefore, she built a large network with media that can help your company to develop brandings, dealing with media, crisis management or handle public affairs. Besides, she is excellent in developing and writing all materials, such as advertorial, brochure, copy for print ads, press release...

Secondly, Ms. Cao Bao Vy is working in a professional corporate currently. She has many experiences in using comprehensive tools for communication. Her main task is all external communications, both strategy and executions. However, she had been in charge of internal communication (intranet, internal newsletter...) and digital marketing (e-direct mails, Fanpage, website, SEO...) for over one year due to our human resource deficit. It means that she works well with all above the line and below the line communication and PR activities.

Three of the most things I love at Ms. Cao Bao Vy are her high responsibility, well-organization and outstanding ability to overcome pressure to finish urgent work on time. In our team, she plays a role as a key person. I, as well as my Marketing Director, always choose her as a team leader for our important projects and we mostly satisfy with her performance.

Honestly, I think that it's hard for me to find a person to replace her role. However, I highly appreciate her inquiring mind, ambitious and continuous striving. With her professional skills and experiences now, I believe that this is time for her to move up to a new level and challenge.

I'm happy to provide further information if required.

Yours faithfully,



NGUYEN DIEP KIM THUY