

January 28, 2008

To Whom It May Concern:

I am writing today to strongly recommend the creative services of Victor Vasquez. I hired Victor to work for Oblio Telecom, a prepaid long distance and prepaid wireless consumer products company, in the spring of 2006 and he has exceeded my expectations for the position of Director of Creative Development since that day.

Victor is a versatile artist with a keen eye for design and particularly for what grabs people's attention. Victor works well with direction provided by management and meets the objectives of any project he works on. His mastery of Adobe Photoshop and Illustrator have paid dividends to our organization with his ability to quickly and efficiently meet compressed deadlines with outstanding results. Victor handled all Oblio's consumer facing images, from products to sales collateral, trade show displays and even our online presence. I know he re-skinned at least five of the company websites, upgrading the look, enhancing the consumer experience, and increasing traffic to Oblio sites.

The real benefits of working with Victor, however, lay outside of his natural creative skills. Victor is an anticipator and strategic thinker who asks questions to get to the heart of what is being requested of him. Victor managed a team of two other individuals and dozens of simultaneous projects throughout his tenure at Oblio, often under tremendous pressure to deliver. He is an excellent negotiator, having managed our print processes since arriving and saving the company tens of thousands of dollars through his ability to build strategic relationships with vendors, maximizing the value we received. He has real selling skills and was a valued addition to our team when we needed additional marketing assistance and presence at events. And Victor's event/project management abilities are very strong, having been at the helm or second in command on half a dozen very successful trade show events, which helped solidify the company's presence within the prepaid industry.

I would strongly recommend Victor Vasquez for any creative or vendor management position. Please contact me if you have any questions.

Sincerely,

Bill Streidl  
Executive Vice President  
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