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TO WHOM IT MAY CONCERN

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In my capacity as tutor and dissertation (IBP) supervisor, it gives me great pleasure to provide this supporting reference for Mrs Isabella Vranic. Recently, Isabella successfully completed the MSc Digital Marketing programme at Royal Holloway, University of London, and I am pleased to note that she received 84% ('distinction') for her individual business project, which I supervised. (The IBP is the programme's equivalent of a dissertation.)

The level of dedication and attention to detail with which Isabella approached her final project is, I believe, representative of how she has managed her studies with us. During her time at Royal Holloway, Isabella has done very well in every module (high merit or better), but it is the dedication with which she approached her final project that impressed me most.

The MSc Digital Marketing programme at Royal Holloway, University of London covers a wide range of marketing-related topics, including advertising, research skills, storytelling, and design thinking. Some of these modules are assessed in very different ways, which means that doing well across such a range of topics demonstrates, I believe, a crucial skill for marketers—to adapt quickly to new requirements and circumstances, sometimes under some degree of pressure. The ability to adapt quickly is critical for marketers whose responsibilities include communicating confidently and professionally across departmental and/or organizational boundaries. It requires a desire to learn, which I believe Isabella has demonstrated throughout her time at Royal Holloway, University of London.

In summary, I have known Isabella as a student who appears to be very dedicated to her work and I have therefore no reason to believe that she will do other than a very creditable job in the field of marketing—I genuinely wish Isabella all success in her future pursuits! If you require any further information, please do not hesitate to contact me.

Best Regards,

A handwritten signature in black ink, appearing to read 'Alex Reppel'.

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