**Professional Reference Letter**

This letter includes key components of a good professional reference letter:

* Description of relationship with candidate
* Key qualities of candidate as a professional
* Key qualities of candidate as a person
* Reinforcement of recommendation

Re: Professional reference letter

To Whom it May Concern:

I highly recommend Jennifer Smith as a candidate for your position. Jennifer Smith has worked on my team as a Social Media Coordinator from 2017 to 2020. Jennifer Smith was responsible for the management of our social media content including Facebook, Instagram and Medium. ***[Clarifies how you know the person, for how long, and the scope of work you have done together]***

Jennifer Smith has excellent communication skills. In addition, she is very organized, reliable and always seeks to exceed expectations. As a result, she was able to lead the management of our social media campaigns autonomously and with very little supervision. She was always able to write high-quality content that represented our brand and our brand values very well. Additionally, Jennifer Smith can work independently and is able to follow through to ensure that the job gets done. When she worked in our team, we were able to consistently deliver on our social media schedule on-time.
***[Highlights key qualities of the candidate as a professional within the scope of her work responsibilities]***

She is also flexible and willing to work on any project that is assigned to her. She has always been quick to volunteer to assist in other areas of company operations, as well, and most of the employees she interacted with were very positive about the work they were able to do together, and appreciated her ability to work in a team.
***[Highlights key qualities of the candidate beyond the scope of her work, as a leader and team member]***

Jennifer Smith would be a tremendous asset for your company and has my highest recommendation. If you have any further questions with regard to her background or qualifications, please do not hesitate to give me a call at 888-555-2323.

***[Reinforces the recommendation and shares contact information for more details on professional reference]***

Sincerely,

Johnson Smith

Title

Company

Address

Phone

Email