

Andrew Trakowski
3 Glenlake Parkway NE
Atlanta, GA 30328
706-955-3287
andtrak@gmail.com



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To Whom It May Concern,

I am pleased to write this letter of recommendation for Sophia Kirschner, who was an intern on my team during the Summer of 2025. I am currently a manager on the Audience Planning team at Inspire Brands, where we oversee audience targeting and research across the brands in our portfolio. While we have hosted several interns in the past, Sophia truly stood out as exceptional.

Sophia came into the office each day prepared, engaged, and eager to contribute. She consistently demonstrated a willingness to take on ad hoc projects and approached every task with enthusiasm and accountability. She took a leadership role in her Business Case project group, ensuring that the team stayed organized and that the final presentation ran smoothly. Sophia was comfortable presenting in front of large audiences, including senior executives who attended the intern presentations.

Another project that Sophia and the other Demand Generation interns completed involved identifying which brand Inspire should add next to its portfolio and developing its first media plan. Sophia's primary responsibility was to define the brand's core and growth audiences and deliver a detailed analysis of each—something she executed exceptionally well. She also collaborated closely with the two other interns to align on the overall media strategy, marketing calendars, target audiences, and planned activations, contributing to a comprehensive media plan that the team delivered flawlessly.

In addition to her project work, Sophia independently created our team's first workflow process document, which has since been used to educate the broader team on roles and responsibilities. This initiative reflected her strong organizational skills, attention to detail, and desire to make a lasting, positive impact on the team.

Beyond her technical contributions, Sophia carried herself with a high level of professionalism and dedication. She consistently maintained a positive attitude and built strong relationships with both our team and her fellow interns.

I recommend Sophia Kirschner without reservation and would gladly hire her again for any role aligned with her skills. I am confident she would be an immediate asset to any team and would bring the same level of professionalism, initiative, and positivity that she demonstrated during her time with us.

If you require any additional information or would like to discuss this recommendation further, please do not hesitate to contact me at andtrak@gmail.com.

Sincerely,
Andrew Trakowski