

To: xploruk@xplor.org

From: Ellen DeGeneres (ellen@ellen.com)

Subject: Charlie Puth M-EDP Endorsement

In the time Charlie worked for my organization, he enhanced our ticket receipts so that the marketing on the acknowledgements were targeted based on the viewer browsing history specifically on the Ellen site. The acknowledgements were also designed so that if there was not significant browsing history, which could indicate that the viewer was navigating the screens with technical assistance, alternative text targeted to them would replace traditional marketing.

At the Ellen show, we have an extremely high volume of requests for tickets, and at the initial time of request we do not know if the person making the request is visually impaired. Charlie's designs removed the guesswork and enabled all of my viewers to request tickets.

Charlie designed these receipts and implemented them within six months. Our organization has been able to take Charlie's accomplishments and reuse them in additional applications. Charlie shared his innovations with multiple departments in Ellen Industries so all areas could benefit. I would recommend him for the M-EDP designation. If you would like to know additional information, please contact my intern Brian at (555) 555-5555.

Ellen

Example includes:

- Description of contribution (no specific/proprietary details were provided)
- Impact of contribution
- Where contribution was made
- Contact information for more information