



A White & Yellow Cab, Inc.

Stuart Gray
A White & Yellow Cab, Inc
2406 S Main Street
Santa Ana, CA 92607

July 31, 2013

To whom it may concern:

It is my pleasure providing you with this reference letter for Stephen Smith. I have known Stephen in my capacity as Executive Network Administrator at A White & Yellow Cab, Inc, aka 1(800)4MY-TAXI, for over 6 years.

Stephen is an accomplished digital marketing professional whose knowledge and creativity have been invaluable in the development of the company's internet marketing initiatives for acquiring passengers for our taxi fleet. His insight and passion have produced significant SEO/SEM and social success for our website, including increasing targeted traffic, building brand awareness, and generating increased call volume. Stephen has the unique ability to both explain, in plain English, a vision and then persists in its execution. He continually sharpens his expertise with new skills and adapts his approach to meet new technical marketing challenges. As a project team player, Stephen was instrumental in the development and roll out of our very own Taxi app.

Stephen would be a tremendous asset for your company and has my highest recommendation. If you have any further questions with regard to his background or qualifications, please do not hesitate to call me.

Sincerely,

Stuart Gray
Executive Network Administrator

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