

083 564 1280
info@svdmstudio.com

Hout Bay
Cape Town
7806

07 May 2015

To whom it may concern

LETTER OF REFERENCE: ANDREA HULL

I worked with Andrea for 2 years as her Creative Director at Ninety Nine Cents Communications in Cape Town.

During this period I reviewed and guided her on both local and global brands like; Ackermans, Jays Jays, Puma, Sweet-Orr, Checkers and Rest Assured.

She embraced and excelled in all these brands, but her strength and passion as an Art Director is definitely in fashion. She understands the art of styling and shooting fashion very well. Not everyone “gets” the fashion world and how it needs to be approached, but I believe Andrea is one of those people. She was heavily involved and one of the key people in my studio on the Ackermans business.

Due to her very positive nature and her enthusiasm to learn, she got a lot of opportunities on other brands. She’s always very pro-active and wants to be busy and involved, from strategy to the final product. I think this hunger to constantly grow as a creative, is a very valuable asset in any studio.

Andrea is a strong, open, kind, loud, willing and reliable person. In the 2 years that I worked with her I saw tremendous growth in her as an Art Director. Her attention to detail and passion for what she does is very infectious.

I would strongly recommend Andrea to any studio. Her skills speak for themselves, but most importantly, her positivity would be a huge attribute to any studio or agency.

Sincerely,

Schalk van der Merwe
