

26 August 2011

Reference for Fabrice Chatain

While studying the final year of the Bachelor of Business at Australian Catholic University, Fabrice Chatain was employed by the International Education Office as an Online Marketing Assistant. He was employed from September 2010 to August 2011. Fabrice brought great skill, creativity and enthusiasm to this role, and was a pleasure to work with.

His main responsibility was to support implementation of the University's social media marketing strategy, which centred on a student-driven blog (<http://blogs.acu.edu.au/international>). Fabrice was involved in writing, editing, photography and developing short videos as well as coordinating technical development of the blog and tracking web analytics. Fabrice produced work of a very high standard and was able to take on any task given to him.

In addition, Fabrice also assisted the International Education Office with investigating social media marketing opportunities and engaging with students on web forums. He was a role model for and leader of others in the social media team, and he has acquired an excellent understanding of e-marketing and staff mentoring.

I am extremely pleased to provide this letter of reference for Fabrice as I believe he is a talented individual who will no doubt have a promising career in his chosen field. He is innovative, adaptable, hard working and requires minimal supervision. On a personal side, I enjoyed working with him very much and can say that he is fondly missed by all who worked alongside him.

I wish him all the very best with his future professional endeavours.



Elissa Newall

Marketing Manager (Online)
International Education Office