

This letter is to serve as my formal recommendation for Beth Adams. Beth has been a copywriter on the User Experience team for several years at Embarq, formerly Sprint. She continually seeks out knowledge in the area of writing for the web and search engine optimization. She is a hard worker and never misses a deadline.

As the online copywriter at Embarq, Beth has the following responsibilities:

- Develop, ensure and implement editorial strategy and direction
- Develop editorial standards and guidelines
- Program manage development and implementation of short and long-term taxonomy and linguistics changes
- Develop and manage process for all content level changes to ECM web properties
- Incorporate online content into all site design
- Implement SEO guidelines

Beth exemplifies the type of employee that makes Embarq a successful company now. She is due diligent and thorough in her approach. Beth is continuously named as an example of someone who can juggle large numbers of projects and never miss a deadline. She continually finds project requirement gaps (that should have been caught earlier) and addresses them so projects are successfully launched.

In addition to Beth's work at Embarq, she has over 10 years of online writing experience, working in a variety of environments, but a telecom expert. What makes Beth a strong performer is that she understands the full spectrum of the projects she's on; strategy, overall site impact, brand, visual design, information architecture, success measures and intent/call-to-action.

Shows strong customer focus.

- Works to ensure that embarq.com has a great customer experience possible through her use of content on the site.
- Constantly looks out for potential customer impacts and works to mitigate those impacts wherever possible, leveraging her natural "attention-to-detail" ability to uncover experience and communication issues.

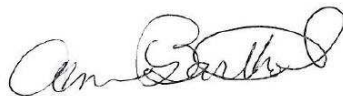
Takes an innovative approach.

- Developed innovative approaches to online product and promotional copy.
- Developed online copy standards and guidelines to provide a common voice.

Creates lasting value by great follow-through and/or transfer of knowledge.

- Continuously works to ensure every eCommerce project is as successful as possible, regardless of personal sacrifice.

Sincerely,



Ann Barthol
Manager, User Experience Design
Embarq Corporation