

To whom it may concern,

This letter hereby confirms that Smilla Hertz completed an internship in our company in the period from 29.07.2024 to 14.11.2024.

Mørch & Rohde is the leading PR and creative branding agency in Copenhagen with local and international clients such as Matas, PIECES, 1664, Dorothee Schumacher, Havaianas, Modström, New Balance, Zalando, and others.

During her role, Smilla supported us in several different areas within PR and production. Her responsibilities included the below activities:

- Assistance with planning and coordination of events, photoshoots, and other activations including budget management, on-site execution, responsibility for 3rd party suppliers, management of staff, etc.
- Reporting of PR activations.
- Assistance with guest management of large-scale PR activations like shows during CPHFW.
- Assisting with showroom management such as sample coordination, lend outs, merchandising, etc.
- Regular PR contact with journalists, editors, and key opinion leaders.
- Brainstorming and strategic idea generation internally for large-scale branding activations with the Brand Managers and Creative Specialists.
- Onboarding and training of PR and Communication interns.

Smilla has an unmatched work ethic and an enormously high level of self-initiative. Smilla has grown into larger responsibilities within the MR team and absolutely shined through her attention to detail and relentless drive. Smilla's extroverted energy and kind spirit makes her a natural for PR relations while her organization and versatility in skill set allows her to oversee projects with ease.

Moreover, Smilla's true strength lies within the beauty of her character. As a joyful, open-minded, and creative person, she brings a positive energy that when matched with her immense capabilities makes her an exceptional team member. I would give the highest degree of recommendation to any potential future employer.

Date: 07.11.2024

Signed:  _____

Linus Berglund, Brand Manager
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