



MARTHA I. BELLOMY

Letters of Recommendation



To Whom It May Concern:

It is my pleasure to provide a recommendation for Martha Bellomy.

Martha joined the marketing team at Jamba Juice in September of 2018. During her tenure, Martha provided strategic and tactical support across the digital marketing ecosystem, including the creation and execution of promotional campaign and evergreen email, social media, online ordering, and website projects – as well as campaign PR initiatives.

Martha is highly adaptive and was able to quickly acclimate to our fast-pace environment. She excelled at working cross-functionally, both with internal Jamba partners and external agency partners, while managing multiple initiatives to completion.

Equal to her many business contributions, Martha exuded a positive, cheerful nature and can-do attitude that will make her an asset to any organization. She has proven herself to have strong business acumen, solid work ethic, and an innate drive to add value wherever possible.

I cannot recommend Martha highly enough and welcome any questions you might have. Please contact me at 214.868.1263 should you wish to discuss further.

Kind regards,

Melissa Brown
Vice President of Marketing
Caliber Collision



To Whom It May Concern,

It is my pleasure to provide the following recommendation for Martha Bellomy.

I've had the distinct pleasure of working with, and getting to know, Martha during her tenure at T.G.I. Friday's as the International Marketing Manager for the America's & Caribbean Region. Throughout that time, I was able experience and collaborate first hand with Martha. Her unique ability to engage, strategize, support, and drive sustainable results with our Franchise Partners proved to be invaluable.

Martha focused on what mattered most to our Guests. In doing so, she designed and coordinated successful programs that not only drove traffic but resulted in significant revenue growth. So much so that during Martha's tenure in the region, her relentless tenacity to grow our franchise partners business resulted in and unprecedented 5 years of positive comparable restaurant sales growth.

Along with her strong business acumen, Martha consistently demonstrated further value to the greater International Team. Whether working on programs that would support the Europe or Asia Pacific regions, collaborating on menu strategy both for International or the Domestic business, and as a mentor to new team members both Corporate and Franchise support. Martha a great positive work ethic made her a pleasure to work with.

I believe in Martha's unique talent, and work ethics. Martha would make an exceptional addition to a thriving brand and an amazing leader on any marketing team!

Sincerely,

Mike Olk

Regional Vice President
International Operations
Americas and Caribbean
M: +1 (708) 704-9198 | molk@fridays.com

IN HERE, IT'S ALWAYS FRIDAY®

19111 North Dallas Parkway, Suite 165, Dallas, TX 75287

**** LETTER OF RECOMMENDATION FOR****

MARTHABELLOMY.COM | MARTHA@MARTHABELLOMY.COM

(214) 668 - 2330

To whom it may concern

It gives me pleasure to endorse Martha based on my decade old acquaintance with her.

As a regional Marketing Director for TGI Friday's Middle East, she helped our organization to take the brand to new heights.

It was due to her guidance as our International Marketing Manager, that the brand penetrated from 50 stores to over a 100.

Within no time, we had become by far the Middle East's most popular CDR brand.

Martha had great analytical skills. Her Marketing tactics and planning process, helped us develop food news and day-part promotions that suited the Middle Eastern taste profile.

She helped Fridays ME offer a local preference, and still maintain the brand's International identity.

I miss working with her and am confident she will be an asset for any organization that she joins.

All the best,

Naveed Afzal
Selling Sales Manager
Off days - Tuesday / Friday

To Whom It May Concern:

It is with great pleasure that I write this letter. While Martha was at Dover working as our On-Site Manager of a multiunit family complex that our firm oversees, she composed herself with extreme professionalism and was able to prove time-after-time her strong work ethic, skill at resolving challenges, and dependability. She also demonstrated her ability of being a self-motivated quick study, adapting and excelling in a role within an industry new to her. In our profession, we see a lot of unique scenarios with a lot of colorful personalities, including investors, vendors and residents. Martha exceeded our expectations in dealing with all of these individuals. She has also been instrumental in adapting to and improving our existing marketing systems.

Martha is an exceptional, self-motivated, unique and talented individual, a team player whom I would recommend for any position requiring marketing skill, teamwork and leadership.

Sincerely,
Douglas Steinriede
Owner & President
Dover Management, Inc.