



155 North La Peer  
Los Angeles, CA 90048  
310.859.9060

Scott 'Scooter' Braun  
Founder  
SB Projects

March 31, 2014

To whom it may concern:

This serves as a letter of recommendation for Haley Ngonadi and her accomplishments as an Intern for SB Projects. I had the distinct pleasure of seeing Haley's work on a variety of marketing initiatives for the two years she interned with our company. Haley demonstrated unyielding creativity and hustle as she was an instrumental part of several campaigns specifically focused on one of our artists – Justin Bieber.

Haley helped craft and manage the official website for Justin Bieber ([bieberfever.com](http://bieberfever.com)) as well as social networking profiles to promote additional engagement with talent – one of her accounts had over 350,000 followers. Haley consistently added value to marketing plans by offering thoughtful and constructive feedback about how products and campaigns would be received by millennials. Her ability to quickly align her skills with our larger objectives made it easy for us to trust her with leading new projects.

Many of Haley's individual projects were focused around fan engagement and social impact. She clearly recognized that giving back on a big scale is the most important privilege that comes with success. Along with creating and managing the worldwide Justin Bieber Street Team, Haley organized Bieber Buyouts & Parades at stores across the globe wherein fans would purchase all of the new Bieber CDs released at a store and donate them to charity. Through strategic online fan engagement Haley also organized the Believe Charity Drive that encouraged millions of people to give back in their own communities.

We were impressed by her commitment to producing quality projects and campaigns in a timely and focused manner. While she came into this internship with an established social media prowess, Haley was eager to learn something new and grow every day. Her peers and supervisors commented on her positive attitude and devotion to further developing her skills.

I strongly recommend Haley as an employee to any company or organization looking to bring on talent who can handle a fast-paced environment that functions at the intersection of many industries. I have no doubt that Haley's experience with SB Projects as well as her formal education have prepared her to be successful in any communications or marketing position. She was an incredible asset to SB Projects while she was here, and I am confident she will be the same to you.

Sincerely,

A handwritten signature in black ink, appearing to be 'SB' with a flourish, representing Scott 'Scooter' Braun.

Scott "Scooter" Braun  
Founder, SB Projects