

September 19, 2022

To Whom It May Concern:

I would like to offer this letter of recommendation on behalf of Ms. Maria Caceres, who served as a Community Engagement Coordinator for Archipelago Strategies Group (ASG) from 08/30/2021 to 08/26/2022. ASG is a full-service marketing and communications agency based in Boston. Founded in 2013 with a vision of “marketing with purpose”, ASG helps organizations connect with diverse audiences, building trust to create collaborative action. In her role, Maria served as a valuable member of both the Community Engagement and Communications teams, bridging the work between the two offices to deliver on ambitious goals for our clients.

In her role in the Community Engagement department, Maria performed a number of tasks for a wide variety of clients. She was able to manage multiple projects at once; demonstrating both her great organization and interpersonal skills. Critical to this role was Maria’s commitment to maintaining relationships with Community Leaders, as well as Brand Ambassadors who are community members working on the ground to represent our clients. Maria developed and managed a weekly newsletter to all the canvassers and ambassadors with key updates and information about current and future projects. She also supported them in their events, as well as performed translations in Spanish and Portuguese. Projects ranged from providing resources about Eviction Resources and Food Access services to connecting people to affordable health insurance. Maria’s role was key to the success of each of these projects. Apart from her role on the Community Engagement team, Maria worked as a liaison to the Communications team, taking on roles to connect the two departments. As an excellent writer and public speaker, Maria contributed to the writing of press releases and press statements and conducted multiple interviews in the media in both Spanish and Portuguese. Her supervisors were consistently impressed with her drive and commitment to always learn new things and contribute to the teams.

Among Maria’s many accomplishments at ASG, one initiative stands out and that is her ability to manage large and, at times, challenging teams. Although she was relatively new to this work, Maria consistently impressed her supervisors by the way she took full responsibility and accountability in managing the teams. In addition, Maria was willing to jump in and conduct interviews in both Spanish and Portuguese. She took the initiative to research hosts before the interviews, actively practice the talking points and sought guidance and training from the Communications team. She spoke so eloquently and clearly about the projects that she was able to reach a broad audience of Spanish and Portuguese speaking communities across the state, including Cape Verdean, Brazilian, Azorean, Angolan, Colombian, Dominican, and many others.

In summary, Maria is an excellent and dedicated worker. During her tenure at ASG, she contributed across multiple teams and her work was critical to the success of many projects which have helped communities across the Commonwealth receive much needed resources and information. Maria would excel in any opportunity put before her, because she takes initiative, can manage multiple projects and works well across teams and communities.

Sincerely,

Josiane Martinez
Josiane Martinez, Founder & CEO
ASG