

Foster Creppel

Owner

21997 Highway 23
West Point a La Hache, LA 70056
spiritsofwood@gmail.com
(504) 656-9990
woodlandplantation.com

February 1, 2025

Subject: Letter of Recommendation for Kris Scott

To Whom It May Concern,

I am pleased to write this letter of recommendation for Kris Scott, who has been an invaluable asset to Woodland Plantation since 2019. As our first and only Web Manager and Social Media Manager for @woodland1834 (woodlandplantation.com,) she has played a pivotal role in establishing and enhancing our online presence, which has significantly contributed to our brand's reputation.

From the Ground Up

In 2019, Ms. Scott joined Woodland Plantation when we lacked a digital presence. Recognizing the potential of social media and web marketing, she proposed a comprehensive plan that outlined strategies to build brand awareness, engage with the local community, and utilize our online platforms to advocate for Woodland's association with Delta restoration efforts, in which she raised hundreds in donations by leveraging our social media platforms to raise awareness and connect with relevant organizations and influencers.

Building a Community

Ms. Scott spearheaded the creation and management of our social media accounts on Facebook, Twitter, Instagram, and YouTube. She curated engaging content, implemented email marketing and data-driven strategies to optimize reach, and fostered a community around Woodland Plantation.

One of her most significant achievements was successfully implementing a semi-annual photo contest that she managed for over six years. This initiative not only increased our social media engagement and website traffic; but also provided valuable user-generated content, and fostered a sense of community among our visitors.

A Multifaceted Talent

Ms. Scott's talents extend far beyond social media management. She ensured our website remained functional and optimized. Her technical expertise encompassed web management, website troubleshooting, search engine optimization, and web administration. Her innovative solutions included automated systems, a reservation management system, calendaring features, and automated notifications with text code verification. These enhancements have streamlined our operations and made it easier for our guests to interact with our services. Having a role as Web Manager, Social Media Analyst, and Marketing Communications Manager, Ms. Scott was also able to effectively analyze trends to adjust our messaging accordingly. This ensured that Woodland Plantation remained relevant and engaging to our audience.

In addition to her technical skills, Ms. Scott was instrumental in building a user-friendly system that enhanced the overall experience for our website users. She skillfully curated content for our website, ensuring it remained engaging and user-friendly. Her keen eye for design and detail as a web designer and photo editor has greatly improved our online platforms' overall aesthetic and functionality. Her efforts translated into a visually appealing and informative website.

Exceeding Expectations

Ms. Scott's dedication, creativity, and technical expertise have been instrumental in transforming Woodland Plantation's digital landscape. She consistently exceeded expectations, going above and beyond her job description to achieve remarkable results.

I wholeheartedly recommend Kris Scott for any opportunities she may pursue in the future. Her dedication, creativity, and technical expertise will undoubtedly be an asset to any organization. Should you require any further information, please do not hesitate to contact me.

Sincerely,

Foster Creppel
Owner
Woodland Plantation

