



December 1, 2015

To whom it may concern:

It gives me pleasure to introduce to you Gustavo Abello. Gustavo joined our organization as Web Consultant in July 2014. Gustavo was responsible for the overall Web oversight for our two locations, the Prosserman JCC and the Schwartz/Reisman Centre. He was responsible for the design of the two Webs and the administration of both of them, ensuring the needs of our many and diverse departments were met:

- Children, Teens and Family Programs
- Adults and Seniors Programs
- Prosserman JCC daycare/preschool
- Schwartz/Reisman Centre daycare/preschool/afterschool
- Aquatics Department
- Fitness , Group Exercise and Personal Training
- Jewish Russian Outreach
- Israeli Canadian Outreach
- Kachol Lavan Hebrew Supplementary School
- J.Roots Jewish Supplementary School
- Jack and Pat Kay Centre Camp
- JCC Chai Sports
- Community and Special Events

In this role Gustavo Abello was responsible for updating our seasonal program guides on the Websites and Blogs, posting blog entries, updating promotional banners, keeping different website sections updated, updating and tracking FAQ, Contact Us and program registration forms. He was also responsible for posting jobs to the Careers site, setting up email blasts, setting up landing pages for email blasts, setting up Eventbrite accounts, managing and tracking usage, setting up SurveyMonkey accounts and tracking usage.

Gustavo's role necessitated meeting with Department staff, responding to their email/phone requests, understanding their needs and providing Web support to sell and promote their programs, departments and events. Gustavo is extremely professional and was well liked by his colleagues and responded in a

timely manner to all their requests. He has a calm demeanor and never got flustered, even with many tight deadlines and last minute requests.

As an organization we pivoted in September 2015 to an outsourced model of digital marketing and as part of this total restructure, Gustavo's position, along with all our other marketing positions, was eliminated. Gustavo was very gracious and agreed to stay on for a few months and help us through the transition period.

We wish Gustavo much success in this next chapter of his career.

Yours truly

Rick Nelson

Executive Director Jewish Community Campuses

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