

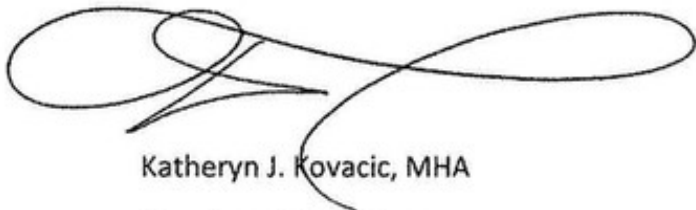
Dear Prospective Employer,

Christopher Heini was employed at the Southwest College of Naturopathic as a full-time Videographer supporting the needs of the Medical Center, the Neil Riordan Center for Regenerative Medicine, the Admissions Department, and the Academic Department. His role not only included filming videos for various projects, he also did editing, photography, public event support, and project management.

As the Director of Clinical Operations I had numerous opportunities to interact with Christopher on a professional basis. Each time that I asked for his support regarding his services, he was always professional, timely, pleasant, and willing to do what it took to get the job done in an expedient manner.

Christopher's work included improving the schools Instagram, Facebook, and various YouTube channels. I think one of the most amazing things about working with Christopher was that he was always willing to support a project, take on a project, and help when help was needed while maintaining his positive and professional attitude.

I would absolutely recommend Christopher to any employer and if I had the opportunity I would hire him into my organization. Please feel free to contact me for any further questions you may have regarding this letter of recommendation, thank you.

A handwritten signature in black ink, appearing to read 'Katheryn J. Kovacic', with a large, stylized flourish extending to the right.

Katheryn J. Kovacic, MHA

Director of Operations

Mercy Cancer Center, Merced California

[Katheryn.kovacic@gmail.com](mailto:Katheryn.kovacic@gmail.com)

602-881-2355

October 15, 2019

To whom it may concern,

It is my sincere pleasure to write this letter of recommendation for Christopher Heinl. He is **one of the best videographers and project managers** that I have worked with, and I was honored to have him as an integral member of my team. His position at SCNM was one of several eliminated as a result of a decision to outsource key marketing components and downsize the internal marketing team.

By way of his skill and unstoppable work ethic, Christopher was able to plan, produce, shoot, edit, and distribute numerous videos promoting SCNM in a very short amount of time. His videos ranged from promotional to testimonial to live coverage of events. Each video was carefully planned out and achieved both the key strategic points of the organization as well as the specific ongoing narrative required by one of 6 revenue centers he supported.

Christopher managed multiple complex projects with ease and never lost sight of the overall strategic direction. One of his greatest successes was to bring 3 independent industry associations together (American Association of Naturopathic Physicians, Association of Accredited Naturopathic Medical Colleges, and the Institute for Natural Medicine) for a combined video project promoting naturopathic medicine. This partnership culminated with a two-day video shoot at an industry conference. Twenty-two doctors were interviewed with pieces from that video shoot scheduled to be released as a national campaign by all three industry associations throughout 2019 and 2020.

I whole-heartily recommend Christopher to you without any hesitation. He is a great marketer and videographer who is always willing to do the hands-on tactical work that needs to be done for both a team and brand to be successful. Christopher will bring significant value to your organization.

Please do not hesitate to contact me with any questions or to further inquire about Christopher's ability for this role.

Sincerely,



Jeff Morrow  
480-271-7767  
j.morrow.marketing@gmail.com

October 15, 2019

**RE: Professional Reference for Christopher Heini**

To Whom It May Concern,

Please accept this letter on my behalf as a professional reference for Mr. Christopher Heini in respect to his performance as Videographer for SCNM and his interactions with my office.


The Dean's Office is responsible for all the ceremonies, student engagement activities and events occurring as part of student life for this medical school. Mr. Heini's video work was integral to the promotion of a culture of student achievement, participation and retention.

More specifically, Christopher was extremely enthusiastic in his projects, highly creative with ideas, and completely professional in his interactions with faculty, staff, patients, alumni and representatives from a broad array of constituencies, always putting them at ease to get the best performance possible. He was task-oriented in his approach to productions, always mindful of the deadlines and able to balance the many, often-conflicting, requests of the various internal customers. I often assisted Christopher in obtaining student volunteers to participate in various marketing pieces, and noted that as a project manager for these campaigns, Mr. Heini was organized, thorough, and effective. Our marketing videos, from branding to admissions to patient generation, improved dramatically. We had our largest new student class in a few years, patient attendance is up at all our clinics, and our internet presence is filled with new, quality content, all because of Christopher's accomplishments.

I highly recommend Mr. Heini. He is skilled, hard-working, committed, and motivated. He was an asset here at SCNM. I would gladly work with him again and if I had an available position in my department, would certainly hire him.

Please feel free to contact me if you have any questions or need additional information.

Sincerely,



Kenneth Donnelly  
Dean of Students, SCNM  
(480)222-9237  
k.donnelly@scnm.edu

# Good Video Productions LLC



5100 Mandrake Ln,  
Las Vegas, NV 89130  
630-485-8174

[Goodvideoproduction.com](http://Goodvideoproduction.com)

---

Personal Recommendation for Christopher Topher:

Chris was first brought to us in 2020 just before the pandemic for a project in Arizona to help us set up a convention. All of the people referred to us for the project, as it was on a tight budget were film or theater students at the local university. Chris stood out and was an extremely hard worker. He did whatever was asked of him and did not complain, unlike a majority of his peers. During the loadout, he went the extra mile and stuck around for the additional hours when many of the others had to be sent home, for being nearly worthless, while Chris continued to impress and keep pace with the production team.

Later that year he was hired by the client and help plan the next year's event, even during covid-19. This year Chris served as a video editor, PowerPoint operator and creator, and stage manager throughout the event. Chris was one of the key pieces in making the event the most successful it has ever been in 7 years and single-handedly took the yearly awards banquet from being a disaster to a rousing success (this was also my first year helping run the awards banquet). Chris distinguished himself as one of the hardest working members of the team pulling long hours both onsite and for planning for the event. His attention to detail as a stage manager was extremely impressive.

In summary, if I could afford to hire Chris full time I would, and he is on my shortlist of people I hope to be able to bring onto my team as we expand our business. I know that he will be an extremely valuable asset to any company that chooses to hire him.

A handwritten signature in black ink that reads "Joshua Good". The signature is fluid and cursive, with the first letter of each name being significantly larger and more stylized.

Joshua Good

Owner & Operator

Good Video Productions LLC

Cell: 630-485-8174

Email: [Joshua.goo@goodvideoproductions.com](mailto:Joshua.goo@goodvideoproductions.com)

Website: [Goodvideoproductions.com](http://Goodvideoproductions.com)

