



To whom it may concern,

I am pleased to write this letter of recommendation for Laila Senff, who has been a valued member of our team at Wyld Blue's Dallas location. In her role as Assistant Store Manager, Laila has consistently demonstrated professionalism, initiative, and a strong commitment to supporting both our retail and brand objectives.

Laila plays a key role in the day-to-day operations of the store, assisting with team management, floor presentation, inventory, and customer experience. She brings a high level of organization, attention to detail, and problem-solving skills that help the store run smoothly and efficiently. Her ability to anticipate needs and step into any situation with confidence has made her an essential part of our team.

In addition to her operational contributions, Laila has provided significant support to our social media team. Whether it's capturing on-brand content, coordinating with local influencers, or supporting digital campaigns from the store level, her creative input as well as her local connections have made a noticeable impact on our online presence.

Laila brings a positive and proactive energy to everything she does. She understands our brand and our customers, and she consistently leads by example. I am confident that she will continue to excel in any future position, particularly in leadership, brand, or retail-focused roles.

Please feel free to contact me directly if you would like further information.

Best,

A handwritten signature in dark ink that reads 'Sasha Benz'. The signature is written in a cursive style, with the first name 'Sasha' and last name 'Benz' clearly legible.

Sasha Benz
Owner, Wyld Blue