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To Whom It May Concern:

I have great pleasure in writing this recommendation for Nancy Revell. Firstly, she is a person of immense integrity, honesty and energy. Her creativity never ends, which when coupled with her passion and dedication, makes her an incredibly valuable ally if you're fortunate enough to have her work for you. I have known Nancy for 30 years as both a business associate and friend. Without doubt she has been the creative driving force behind our global branding since I started King Arthur's Tools in 1990.

We started our fledgling business in a garage. It has now grown to sell our unique tool products throughout the USA and in over 80 countries. We have a world famous brand name within our industry for which Nancy is greatly responsible. She has been with us from the start, designing our logo, taglines and company branding. She has designed all our catalogs, developed and designed national print, digital and social media advertising campaigns. Nancy was the catalyst in developing our website and online store at KATools.com in the mid 90's when the Internet was still in its infancy. She is a multi award-winning designer for her creative designs and cost efficient methods. We, as her clients, have also won awards, both for our products and her branding and advertising designs.

She is a straight shooter, always listening and collaborating but never afraid to "say it as it is". She is both a highly motivated individual and a team player. Her end result always maintains a consistent branding theme, producing original, eye catching and bold designs, regardless of the project. And did I mention she's fast at her work. Reluctantly, I've worked with a few other designers but none can compare to her creativity, initiative, speed and no-nonsense attitude.

Nancy also keeps up to date with the latest developments in her field, much to our benefit. Not only is she a graphic designer, branding and social media expert, she also knows how to host web sites. She is so valuable to our Company that we have followed her around the USA, thereby ensuring and maintaining brand and advertising consistency, when working remotely. In fact most of our relationship has been conducted this way.

I have the highest regard for Nancy, both personally and professionally. While I know Nancy has worked with other clients, I am writing this to share my experience with her skill set and show how valuable she's been to my Company. She is an incredibly valuable asset - whoever employs her will be very fortunate.

Arthur Aveling
President & CEO