



Teaching girls to have faith in themselves

I offer this letter of recommendation for Tom Kaminsky, Executive Creative Director at Kaminsky Brand Group. Our specific challenge was to revitalize our brand image and reposition Mount Alvernia High School. Enrollment for our seventh grade class had dwindled to 17 students and it was critical for the school to embark on an aggressive marketing strategy and communication plan or face financial insolvency. Our school brand had not been updated in almost a decade and needed a complete rebranding initiative through all our communication vehicles: branding, brand identity, collateral materials, direct mail, web design and advertising.

I had the privilege of working with Tom in the spring of 2014 while he was Creative Director at the company that bears his name. As the lead creative executive, Tom immersed himself in our school heritage, culture and DNA to help craft a plan that would distinguish us in an environment and a geographic area that had not been previously targeted by Mount Alvernia High School. Not only was Tom able to develop a marketing strategy to impact our enrollment problem; he was able to present the program to our board for their complete understanding and acceptance of the program. Tom demonstrated many qualities I didn't expect as a creative executive but his leadership, persuasion and analysis of our situation was demonstrated continuously throughout the entire process. During our relationship, Tom made sure both his team and ours were on the same page with a consistent strategy and communications message delivered across all marketing channels.

I feel strongly that Tom would bring professionalism, innovation and the utmost level of expertise to any organization. Tom has the unique combination of creativity, business sense and leadership to be the driving force to lead a team of marketing professionals to create, protect or grow their brand regionally, nationally or internationally.

I would be happy to talk with you if you have any questions about Tom. Please feel free to contact me directly.

Sincerely,

Elizabeth Buckley
Director of Admissions
Mount Alvernia High School