



Alaska Resource Committee Members
Alaska State Capitol

To Whom It May Concern,

It is with great enthusiasm that I write this letter of recommendation for Carri Ann Mueller, who served as the Marketing Manager for Cabela's beginning in 2014. During her tenure, Carri Ann played a pivotal role in the successful grand opening of our store and continued to demonstrate exceptional leadership and creativity in driving traffic and increasing sales through high-impact events.

From the very start, Carri Ann distinguished herself as an energetic and strategic marketing professional. She took on the challenges of a grand opening with professionalism and precision, orchestrating community outreach, media engagement, and in-store promotional efforts that exceeded expectations. Her ability to coordinate with internal teams and external partners resulted in a highly successful launch that set the tone for the store's ongoing performance.

In the years that followed, Carri Ann's innovation and dedication became the heartbeat of our local marketing efforts. She consistently delivered large-scale events that not only brought the community into the store but also created memorable experiences that fostered long-term customer loyalty. Her keen understanding of our customer base, combined with her tireless drive to build engagement, contributed significantly to store traffic and revenue growth.

Carri Ann is an outstanding communicator, a skilled organizer, and a passionate advocate for the brand she represents. Her enthusiasm is infectious, and her results speak for themselves. She thrives under pressure, adapts to change with ease, and brings a sense of professionalism and positivity to everything she does.

I have no doubt that Carri Ann Mueller will continue to bring value and vision to any organization she is a part of. I highly recommend her for any role that requires creativity, leadership, and a deep understanding of marketing and event execution.

If you have any questions or would like additional insight, please feel free to contact me directly.

Sincerely,

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