

MARIPOSA™

"...//and is Gift World by Gift!"

To Whom It May Concern,

I am the CEO of Mariposa, Ltd. and I am writing to recommend the marketing and e-commerce services of Courtney Hurley. I worked extensively with Courtney for a year and a half to advance the Mariposa brand across all channels of our business.

As our target audience transitioned dramatically from the specialty store arena to on-line sales, Courtney helped me develop, implement and manage many successful marketing and business initiatives, including but not limited to marketing campaigns, SEO, SEM, SMM, website redesign and replatforming, and E-commerce partner development and listing management.

Among the many major enhancements Courtney brought to Mariposa, one of the highlights was her converting our rather medieval approach to Wayfair, Pottery Barn and others to an efficient and ultimately highly prosperous business. From in-person visits to the buyers with our Director of Sales, to recrafting the framework and implementing changes, to educating and coaching our e-commerce staff, she embraced the job professionally—and with plenty of good humor along the way. As a small business, agility was needed and appreciated. She often took advantage of our East Coast/West Coast time difference and dazzled us with a resolution to a complex issue overnight!

One gains trust with tangible results; numbers don't lie. Beyond our core e-comm partnerships, Courtney exceeded expectations in expanding our partnership with Google and harnessing our challenging Amazon business.



I am confident she will produce results—even in the most complex scenarios. And Courtney would do all of that with precision *and* grace.

If you have any further questions, please feel free to contact me.

Very sincerely,

A handwritten signature in black ink, appearing to read "Livia Cowan", followed by a comma.

Livia Cowan, CEO

Mariposa