

a reference - Message (HTML)

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From: Spencer Longshore [spencer@timeandspace.net] Sent: Mon 6/21/2010 4:19 PM
To: marilyn@marilyncartertexas.com
Cc:
Subject: a reference

Dear whomever:

I had the privilege of working closely with Marilyn Carter for over 9 years. She was the VP of Marketing at TEXAS MONTHLY; I was and still am responsible for all the national auto advertising in TEXAS MONTHLY. Marilyn was instrumental in bringing millions and millions of dollars of fully integrated programs to fruition. I've worked with the best in New York, Los Angeles, Chicago and Detroit, and Marilyn Carter is at the top of the list.

She is creative to the max, and knows marketing cold. These programs required a close working relationship with the biggest ad agencies in the world, and Marilyn understood how to link brands like Chevrolet, Ford, Nissan, Toyota, Infiniti, and Chrysler to the Texas culture in a dynamic high impact fashion. These big auto companies and their huge ad agencies loved working with Marilyn--she made sure everything flowed smoothly and on deadline. These were big expensive complex integrated advertising programs and she made it look easy.

There is not a day that I don't miss her and wish she was back at TEXAS MONTHLY. We were partners in these complex programs and frankly she just can't be replaced--AND she is such a nice person and fun to hang out with.

If you have the chance to put her on your team or manage a project for you I suggest she hire her fast before somebody else does. If you want more information call me at 334-590-9670.

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