

Date: July 21, 2005
To: Whom it May Concern
From: Lisa Karsh
Re: Eric Goldman

A couple of months ago, we were asked to give a presentation at a training program for our Client's employees. Our plan was to take case studies we'd been involved with and present them in an interesting way. While we were confident we had the materials we needed for the content, we were not sure how to make it "look" like it came from a creative agency.

We were referred to Eric Goldman while he was employed at Artistic Digital and told that he would be able to help – and did he ever!

Eric was prompt in getting back to me, which was critical given the extremely tight deadline we had to complete the presentation. When we spoke, he asked insightful questions to learn more about what we were looking for and was clearly eager to help. After talking through our needs, he instantly had great ideas for ways to "jazz" up the power point presentation and was open to feedback and suggestions.

He came up with an overarching theme to tie each of the case studies together and designed a template to make everything consistent yet unique for each brand. The design was interesting yet simple. It was the perfect balance to maintain someone's interest without taking away from the content and message on each slide. He also incorporated video footage to make everything centrally housed in one area (making it much easier on us!).

He handled the project with complete professionalism and delivered everything we needed in record time. He was dedicated to working evenings and weekends; whatever it took to the job done. He even went above and beyond helping find video clips and artwork that we were missing, driving through rush-hour Chicago traffic to hand deliver the final presentation as I was walking out the door to jump on a plane, and was "on-call" the day of the presentation in case anything went wrong.

The presentation was a huge success, and we could not have done it without Eric's help and expertise in this area. I would highly recommend Eric and know that I will use him again in the future if this need arises.

Please feel free to call me with any questions.

Lisa Karsh
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