

Reference 1

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| Reference check on: | Elane Vrey |
| Date: | May 2016 |
| Company: | National Geographic |
| Referee: | Richard Phillips |
| Your designation: | ECD at Thirtyfour at the time |
| Contact details: | +4552342827 notyetcamous (Skype) |

Questions / Comments made:

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| Briefly give a description as to the person's responsibilities? | Creative Director role, responsible for managing a studio of 18 creatives, reporting to me, the ECD. |
| Confirmation of employment date, duration and position held. | Jan 2008 – December 2012. Started as Senior Copywriter in 2008, promoted to Creative Director in 2012. |
| What were his/her reasons for leaving and would you rehire them? | Elane relocated to Johannesburg for personal reasons at the end of 2012. |
| Were their skills competent enough for this job? | Elane is an extremely talented copywriter with the added bonus of speed and a dedication to perfection. As a creative director, she had a fantastic way with our team of creatives and managed the tricky balance of nurturing and inspiring mentor, with a no-nonsense quest for the very best. This resulted in us producing the campaigns that turned us from a tiny startup of 5 people with no clients to an agency in 2 cities with over 60 staff working on blue chip clients. |
| Can you describe his/her strengths/weaknesses? | Elane's strengths are a conceptual and mechanical mind... she can identify a human insight and then turn into a campaign or mechanic or piece of copy that just works. Every time. |
| Can you describe his/her and conceptual ability? | Elane is the rare breed of creative who doesn't just come up with concepts that are whacky and ridiculous and creative for creative's sake. Her concepts are always founded in insights and simple human truths, and she manages to take them to every step and touchpoint of a campaign. |
| Accuracy / attention to detail – how do you rate these? | As a copywriter, Elane is a perfectionist and her copy is exceptional. She brings the same eagle eye to graphics and art direction as well. |
| Time management skills & meeting of deadlines – how do you rate these? | Elane was literally my right hand when we worked together. She never missed a deadline, and was usually the one dragging me to the finish line on most jobs! |
| Did he/she perform successfully independently, as well as in a team environment? His/her ability to interface with management and other staff? – general example | Elane has an awesome, friendly way about her. She charms everyone she meets, and used this in the early days of growing our agency. She operated as a one-man shop and then gradually adapted to mentoring and training our creative team, and managing the ups and downs of working with client service, clients and other stake holders. |

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| What, in your opinion, was his/her potential within the company? | She was CD but could easily have done anything. A true jack of all trades, with limitless potential. |
| How did he/she handle pressure & speed in processing information? | Always on time, and over delivering. |
| Were there any outside factors that distracted him/her from their work? If yes, could you please elaborate? | None to speak of. |
| How would you describe their written and oral communications skills? | Exceptional, in both English and Afrikaans. |
| What is your overall impression of him/her? Personality strengths etc. | I cannot recommend her any more highly. She is a true one in a million. In over 15 years of advertising, Elane's name is at the top of my list of people I would work with again in a heartbeat. |
| Were there any areas of concern and could you have any reason to doubt his/her integrity? | None at all!!! |

Reference 2

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| Reference check on: | Elane Vrey |
| Date: | May 2016 |
| Company: | Thirtyfour |
| Referee: | Grant Hillary |
| Your designation: | MD 34 Africa |
| Contact number: | 082 933 1433 |

Questions / Comments made:

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| Briefly give a description as to the person's responsibilities? | Creative Director role, responsible for managing a studio of 18 creatives under the guidance of ECD, Richard Phillips. |
| Confirmation of employment date, duration and position held. | Jan 2008 – December 2012. Started as Senior Copywriter in 2008, promoted to Creative Director in 2012. |
| What were his/her reasons for leaving and would you rehire them? | Elane relocated to Johannesburg for personal reasons at the end of 2012. |
| Were their skills competent enough for this job? | Elane was extremely competent in her job and we certainly missed her creative thinking and job solving ability when she relocated to JHB. |
| Can you describe his/her strengths/weaknesses? | Her key strength was the ability to crack the really difficult client challenges. Not all client briefs allow for beautiful creative delivery and Elane was specifically skilled at creatively bringing to life the most difficult and mundane brief. |
| Can you describe his/her and conceptual ability? | As mentioned previously – completely competent in this regard. |
| Accuracy / attention to detail – how do you rate these? | Yes, as a copywriter by trade had an eye for every detail. |
| Time management skills & meeting of deadlines – how do you rate these? | I can't remember any issues here. |
| Did he/she perform successfully independently, as well as in a team environment? His/her ability to interface with management and other staff? – general example | Had a large team that she managed and managed this team really effectively. Elane also had the ability to interact with client at all levels. |
| What, in your opinion, was his/her potential within the company? | A CD is a very senior position within an agency and feel that she certainly deserved this position. |
| How did he/she handle pressure & speed in processing information? | Like all creatives, emotionally charged, choice words – but got on and made sure the work was done. |

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| Were there any outside factors that distracted him/her from their work? If yes, could you please elaborate? | Not that I can recall. |
| How would you describe their written and oral communications skills? | As a copywriter by trade – exceptional. |
| What is your overall impression of him/her? Personality strengths etc. | I really enjoyed working with “the Goose” and feel that Elane will be an asset to any organisation. |
| Were there any areas of concern and could you have any reason to doubt his/her integrity? | None. |

Reference 3

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| Reference check on: | Elane Vrey |
| Date: | May 2016 |
| Company: | N/A |
| Referee: | Linda Rademan |
| Your designation: | Art Direction Lecturer (Left AAA in 2015) |
| Contact number: | 083 308 9219 |

Questions / Comments made:

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| Briefly give a description as to the person's responsibilities? | Copywriting Lecturer at AAA School of Advertising. |
| Confirmation of employment date, duration and position held. | January 2013 – July 2016. |
| What were his/her reasons for leaving and would you rehire them? | Elane left due to a decline in student numbers at AAA School of Advertising. Yes, I would rehire her. |
| Were their skills competent enough for this job? | Above average. |
| Can you describe his/her strengths/weaknesses | Strengths: Conceptualising Mentoring students Motivation Weaknesses: None that affected her job |
| Can you describe his/her conceptual ability? | Elane displayed great insights as to what makes a great ad. |
| Accuracy / attention to detail – how do you rate these? | Yes, Elane has a very good sense of detail – both verbally and visually. |
| Time management skills & meeting of deadlines – how do you rate these? | Extremely diligent in both respects. |
| Did he/she perform successfully independently, as well as in a team environment? His/her ability to interface with management and other staff? – general example | Elane took it upon herself to add value to her lectures and inspire her students. She also integrated well with staff members and management trusted her to get the job done. Her students won numerous awards, an indication of her passion and dedication. |
| What, in your opinion, was his/her potential within the company? | To become head of copywriting and help AAA retain its reputation as the Birthplace of Brilliant. |
| How did he/she handle pressure & speed in processing information? | Very well, without ever acting unprofessional towards students or colleagues. |

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| Were there any outside factors that distracted him/her from their work? If yes, could you please elaborate? | None. |
| How would you describe their written and oral communications skills? | Talented, succinct, respected and easy to understand. |
| What is your overall impression of him/her? Personality strengths etc. | Elane is very motivated and someone who does go the extra mile (without being asked). |
| Were there any areas of concern and could you have any reason to doubt his/her integrity? | Never. |