



To Whom It May Concern:

I am writing to report on the work of Jonathan Monje during his Fall 2018 semester as a marketing intern at The Dalí Museum.

In fulfillment of his internship, Jonathan served as a marketing intern supporting various functions of the department. He balanced a number of ongoing research projects with various day-to-day requests, proving his ability to thrive under pressure. With a diverse skillset and persistent enthusiasm, he hurdled every obstacle and met each demand that came his way. Jonathan far exceeded the requirements of his contract, working 16+ hours per week, while balancing employment.

Throughout the semester, Jonathan worked with the marketing team and Museum library to digitize, summarize and categorize an extensive account of Salvador Dalí's life. He also provided extensive research and recommendations that contributed to strategic plans for an educational branding initiative, The Dalí Museum's InnovationLabs and a number of projects relating to community outreach and events. In addition to providing a magnitude of research and written deliverables, Jonathan enthusiastically lead the charge to canvas exhibition posters in the community and deliver onsite exit surveys to Museum visitors.

As a nonprofit organization, The Dalí Museum relies heavily on the output and commitment of its interns. Jonathan has exhibited a level of commitment that proves he is eager to learn and unafraid of a challenge. His technical diligence, natural sociability and enthusiastic attitude have made him an incredible asset to the Museum.

Please let me know if you have any questions.

Sincerely,

A handwritten signature in black ink that reads 'Christa Kootz'.

Christa Kootz
Marketing Manager
The Dalí Museum

the dalí museum

One Dalí Blvd, St. Petersburg, Florida 33701