WOODWARD®

August 2022

To Whom It May Concern:

I had the pleasure of having Michael Norwesh as part of my marketing team at Woodward West this past summer. Michael joined our team as our Video Content Specialist and instantly delivered real impact. He led the production of hundreds of pieces of original content during our summer camp season which included end to end delivery - managing production schedules, working with VIP athletes, shooting and editing final content. The content range included everything from medium form testimonials to real-time social media content.

Michael dove in from day one and took the time to understand our brand ethos and the products we offer at Woodward. With his knowledge and appreciation of the brand, he was able to craft authentic stories that elevated the camp experience.

In addition to his passion for storytelling, Michael is a very efficient worker and go-getter - he is up for any task put in front of him. He is very down to earth and gets along easily with the marketing team and all other stakeholders within the Woodward business.

Any team would be lucky to add Michael as a storyteller for their brand. If you have any further questions, please don't hesitate to reach out.

Thank you,

Mikayla Stannard
VP of Marketing & Sales
Woodward Global