

January 28, 2019

RE: Trajan 'Trey' Heine Letter of Recommendation

To Whom It May Concern,

I have had the pleasure of working directly with Trey for the past two years as his Career Advisor at the USC Marshall School of Business. Having worked in advertising as an Account Executive prior to joining USC, I was especially impressed by Trey's overall business acumen for the creative services industries. While Trey possesses countless traits and skills that would make him an invaluable asset to your company, I would like to specifically highlight his proactive attitude, versatility, and resourcefulness.

Proactive and Motivated: I hold my personal contacts close to my chest. However, when it comes to Trey, I am constantly thinking of people I can introduce him to as I am certain he will represent himself, me and USC in a positive light. Knowing that Trey was interested in exploring the realm of social media and talent relations, I asked a friend who manages The Garcia Companies' New Media department if she would be willing to do an informational interview with him. Impressed by Trey's preparedness for the meeting and passion for the industry, she asked if he wanted to interview at their company. Neither Trey nor I knew that they were seeking interns, but he gladly accepted and was offered a competitive internship at The Garcia Companies. Due to Trey's positive impact at The Garcia Companies, they now recruit at USC Marshall! More impressive was that he accepted this role while simultaneously interning at Warner Brothers Music Group, attending two evening courses, and working on his Halla startup business venture.

Versatile and Resourceful: Upon meeting Trey and learning that he was interested in working within the strategy or creative department of an entertainment, music, sports, fashion, tech and/or advertising agency, my initial thought was that he needed to do more career exploration and research to better understand what it means to work in these industries and then narrow down his search. However, after asking why he wanted to enter these fields and what responsibilities he could expect to be tasked with, it became clear to me that he had gone above and beyond in researching and networking to find these answers. Due to his wealth of industry knowledge, approachability, passion, and versatility, I constantly recruit Trey to sit on various student panels and conduct informational interviews with his fellow classmates who I know would benefit from his expertise. He is truly is a perfect example of the model USC Marshall student.

Please do not hesitate to reach out should you need additional information about Trey.

Sincerely,



Lauren Olson
Assistant Director of Undergraduate Career Services
USC Marshall School of Business

