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Letter of Reference for Jerron Thornton

As Manager of Communications for the Las Vegas-based presence of Cox Communications, the nation's third largest cable company, I have the honor of being involved with numerous community organizations and serve on various boards. It was during my tenure as a board member for Class! Publications – a free, monthly, bilingual publication by, for and about the high school students of Clark County, Nevada – that I recruited the services of Jerron Thornton.

In 2009, Class! implemented a new communications strategy that encompassed a redesign of its website. As champion of this initiative, I reached out to the University of Nevada, Las Vegas where Jerron came highly recommended as a web designer. During an initial conversation, I became convinced that the knowledge, skills and ability he presented were in line with the creative force we needed to establish our new web presence.

Jerron and I began a collaboration that lasted about four months. From the outset, he conceived and developed the look and feel of a web presence that more than satisfied our board, and he did so with little direction or oversight. He independently suggested and integrated functionalities like on-line donation and donation tracking systems. Custom news story archiving and the creation of a news article submission system for students were ideas Jerron presented as a result of his quick and thorough understanding of our needs.

During our collaboration on behalf of Class! as well as throughout ensuing projects he and I have worked together on, Jerron has demonstrated a great understanding of current and emerging digital media technologies and how to leverage these. He is creative, insightful and maintains an agreeable work personality. Jerron is highly dependable: he holds himself to promised turn-around times and timeline deliverables. He is an excellent communicator and can provide succinct yet informative project updates when requested. He also takes direction well and is not inhibited when it comes to providing a diplomatic counter-point.

Unfortunately, our not-for-profit organization struggled economically during the recession and was officially disbanded this year. The website at www.classmag.com is no longer managed and some functionalities have been disabled.

It is an ongoing pleasure to work with Jerron. I wish him well in his academic endeavors as well as in his search for a talent-matching career.

Sincerely,

A handwritten signature in blue ink, appearing to read "Juergen Barbusca". The signature is stylized with loops and a long horizontal stroke extending to the right.

Juergen Barbusca