



Athletic Department

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To whom it may concern:

I am pleased to write a letter of recommendation for Regina Holguin. During Regina's career as the Media Manager for Columbus North Football, she has acquired many positive qualities. Three rise to the top of my mind. Regina is incredibly creative, she is quick on her feet and very adaptive, and she is willing to step up and take charge when needed.

The title "Media Manager" did not exist in our program until Regina came along. But after seeing some of the images and videos she was able to capture simply as a hobby, we knew there was a role for her. In her newly created position, there was nothing whatsoever for Regina to compare to; no one had done it before. And yet, she was able to produce some fantastic content that elevated the brand of our football program to new heights. From social media posts, to digital content for our video scoreboard, to player spotlights, Regina was instrumental in enhancing the fan experience by establishing a digital presence and modernizing our program. I am absolutely blown away by the creativity she possessed to take something from scratch and build it into something we can really be proud of.

It wasn't always sunshine and rainbows, though; there was plenty of trial and error along the way. Again, because this was a new position that no one on our staff had experience in, Regina oftentimes had to navigate uncharted territory alone in order to solve problems. The video scoreboard was brand new this season, and she was literally the first person to upload content to it. So naturally with technology, there were difficulties that would arise, and she was always quick to figure them out. Having a problem solver like Regina alleviated tons of stress from our coaching staff so that we could focus on the task at hand, coaching football. For someone her age to demonstrate such a calm demeanor in high pressure situations was truly remarkable.

Lastly, Regina's "take charge" attitude was fun to watch. Being the only female in a male-dominated environment can be intimidating, but she was perfectly fine stepping up and commanding the room when needed. Whenever she was under the gun to get a player interview done or a promo video shot, she would be very direct with her requests, and our players and coaches would comply without hesitation. This ability to take charge will undoubtedly pay dividends for Regina down the road as a future leader.

It is without hesitation I recommend Regina Holguin. I have no doubt she will succeed in whatever path she chooses. Please feel free to contact me if you have any further questions.

Sincerely,

Logan Haston
Head Football Coach
Columbus North High School
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