

2/14/12

To Whom It May Concern,

Over the past two years, I have had the pleasure of working with Alexandra Livia Georgescu in the areas of researching and publishing an online web-magazine dedicated to Chinese creativity (NeochaEDGE, <http://EDGE.Neocha.com>). As a talented, pro-active, and creative member of the editorial team, Alexandra garners my strong recommendation for future academic and business endeavors.

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Alexandra's excellent research skills and eye for inspiring content allowed her to cover many domains of Chinese creative culture, including music, fine arts, animation, illustration, design, street art, and photography. Many of the artists "discovered" by Alexandra were eventually recruited into our company's creative collective for commercial projects, fulfilling an important business function.

Despite the disadvantage of not having Chinese language fluency, Alexandra was extremely resourceful and persistent in seeking out new content for the web-magazine. Many of the subjects and stories she found and published became some of the most popular articles in the history of our online publishing, especially the in-depth interviews she conducted.

Along with the articles she wrote, Alexandra contributed valuably to our team by promoting our web-magazine via partnerships with Chinese creatives / designers, online readers, and on various creativity-related websites around the world. In this capacity, Alexandra utilized her keen communication skills in a variety of languages both online and offline.

While living halfway around the world, Alexandra's impact on NeochaEDGE in Shanghai was impressive and our team was continually impressed with her initiative and creativity to contribute to a subject area she so obviously was passionate about. I'm confident Alexandra will make a strong team member and impactful individual contributor in any future undertakings.

Best,



Adam Schokora
Founder / CEO, NeochaEDGE