



September 9, 2015

To Whom It May Concern,

I had the pleasure of having Kelsey Kazmierczak as our 2015 summer intern here at Saks Fifth Avenue OFF 5<sup>th</sup> in Eagan, Minnesota.

Throughout the summer, Kelsey's passion for retail and fashion was obvious. She was constantly thinking of new approaches to better assist our customers and organize and display merchandise so that it was accessible to our shoppers. Kelsey took the initiative and created a helpful fitting room guide which was a great tool as she helped train new team members. She role modeled outstanding customer service to the selling team and in doing so, inspire the team to better assist our customers. Through the focus and dedication Kelsey showed to our customer, our women's clothing sales were much higher and over sales plan. Kelsey produced the "We Care" video for our store to help support the company's new customer service initiative. Kelsey also helped to choose clothing and accessories for the Mall's many fashion events, including a fashion show hosted by the mall during the Twin Cities Premium Outlets anniversary sale in August.

Kelsey also participated in many operational tasks of the retail business. She learned about processing new merchandise that arrived in our store and helped with placement of the new product on the sales floor. Kelsey was also part of key floor moves to better show our product to customers and make the store more organized and inviting to our customer. Kelsey assisted with the store's monthly markdown process. She also participated in the store's inventory process in July. Kelsey was instrumental in the preparation that goes into preparing a store to take inventory. Kelsey helped to focus the whole store team, making sure all items had tickets and the store was prepped and recovered so overnight counting would be accurate. She learned about the importance of taking inventory of the store and how to accurately and efficiently count merchandise. Kelsey preformed executive checks while inventory counts were being performed to ensure that the other team members' counting was correct so that we had a very successful inventory.

Kelsey also took ownership of our store's Twitter account. She utilized this marketing tool to drive sales and traffic in our store and posted daily about new merchandise in our store, along with information about our current sales. Kelsey also worked to increase the number of followers of our store's Twitter account to better reach out to our customers on a daily basis.

Above all else, Kelsey showed great leadership skills in the store when working with associates, managers, and customers. Kelsey had a positive impact on everyone and was a great asset to our store during her summer internship.

Sincerely,

Sarah Charleston  
Area Sales Manager  
Women's Clothing & Center Core

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