

# Letter of Recommendation

1 Aug, 2026



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## Riya Gahlawat

Business Development Lead

### To Whom It May Concern:

We're honored to recommend Riya Gahlawat for promotion to Senior Business Development Lead. I know her as one of our top Business Development Executives in our team at FirstHour Media. They consistently perform well as they balance targeted email marketing campaigns and end-to-end client relationship management. Furthermore, Riya is always proactive, results-driven, and highly collaborative.

As one of our team's most productive employees, she has consistently driven pipeline growth, personally handling outreach, scheduling key client meetings, and leading high-stakes deal negotiations. For example, she encountered a challenging sales quarter with low inbound inquiry conversion rates. They addressed it by revamping our email marketing strategy, personally leading client communications, and closing contract negotiations smoothly, positively impacting their colleagues and the overall office environment as meeting bookings doubled and quarterly revenue increased by 35%. I truly believe Riya's promotion will be in the best interest of the whole company.

If more information needed on the matter, kindly reach out to our company email. Thank you for your consideration.

Sincerely,

A handwritten signature in black ink, appearing to read 'Raj Singh'.

**Founder & CEO**  
FirstHour Media