

To Whom It May Concern,

I am writing this letter at the request of Youssef Hajjar.

I had the opportunity to supervise Youssef during his two-month internship with our team, where he supported a wide range of client-servicing work including social media, paid media, traditional marketing initiatives, as well as strategy and research support.

From early on, what stood out about Youssef was the way he approached briefs with curiosity and a genuine desire to understand the bigger picture. In team discussions and while working through tasks, he naturally asked the “why” behind the work rather than simply executing what was written. This allowed him to look at briefs more holistically and approach tasks in a way that was clearer, more focused, and often more effective.

He also showed a strong ability to think independently. When a brief was not fully clear, he did not simply wait for direction. Instead, he took the initiative to unpack it, address points of concern already raised by the team, and identify additional considerations from his own perspective. What I appreciated most was that he did not just highlight gaps. He would often come forward with solutions or alternative approaches he had already thought through.

Youssef was also very engaged when it came to production work. On the second day of his internship, he joined us on a product shoot that ran well into the evening. Despite the long hours, he stayed active, attentive, and eager to contribute throughout the process, and he was back in the office on time the next morning ready to continue the work. During one of our product shoots for Barn’s, he contributed thoughtful suggestions on how the product could be presented through stronger storytelling. His attention to detail stood out, and some of the small adjustments he proposed ended up making a visible difference in the final framing.

Beyond these technical contributions, Youssef also demonstrated strong interpersonal awareness. During his internship, a new team member joined in a more senior role. At one point, Youssef found himself guiding him through certain tools and processes. What impressed me most was the way he handled the situation. He was very aware of the dynamics in the room and approached it with humility and tact, making sure his support came across as helpful rather than corrective. That level of awareness is rare to see so early in someone’s career.

A few weeks into the internship, after several conversations with Youssef about his work and development, I found myself genuinely impressed by the amount of exposure and



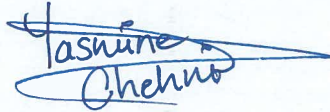
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understanding he had already built at such an early stage in his career. What stood out just as much was his willingness to acknowledge areas where he wanted to improve and actively work on developing them.

I rarely write recommendations this detailed for interns, but Youssef left a strong impression during his time with our team. He approaches his work with seriousness, curiosity, and a genuine desire to grow, and I would love to work with him again in the future.

Sincerely,

Yasmine Chehni



23rd of April, 2026

Senior Account Executive

Horizon FCB Saudi

