



Letter of Recommendation

Heather Ouellette

Plymouth Covenant Church recently completed an extensive rebranding and web site launch. The demands of this project exceeded our experience and expertise as a staff. The key to our branding success was the leadership and support we received from a church volunteer and branding team member, Heather Ouellette.

Heather was a major contributor as we sought to refocus our vision, refine our values and refuel our passion. Her careful attention to both small details and the big picture kept us on track. She helped us navigate a difficult path of being faithful to many years of rich history while continuing to passionately reach forward with a strong, compelling vision. Her keen communication skills helped us draft a clear, compelling brandmaker.

Heather was invaluable in helping us with the creative design of our new logo, graphics, artwork, colors and fonts. She worked closely and collaborated effectively with a team of diverse and strongly opinionated members. Her insights and personal perspective helped us understand our audience and work together for alignment with a bold, new look.

Perhaps our most daunting task was designing our new web site. Heather understands how to harness the internet, social media, blogs, Twitter and online tools to effectively communicate. She developed a web site plan that is well-organized and easy to navigate. While working on a very tight schedule, she edited page after page of information from our old web site and combined it with our new messages to create an attractive and functional web site. Her ability to keep us focused and organized allowed the web site migration to be a great success. Go see for yourself: www.plymouthcovenant.org!

We greatly appreciate Heather's investment in our general communication strategy. We do not have a communication director on our staff and often face the challenge of effectively communicating an important message with our many voices. Heather has patiently worked with us to manage our content, define our goals, develop clear guidelines, craft a communication strategy and implement a comprehensive plan. She understands the big picture and is gifted at leading others to a favorable solution.

I highly recommend Heather Ouellette believing that she is equipped and prepared to successfully lead those around her to excellence and success. Please feel free to contact me with any questions.

Pastor Dan Johnson
August 8, 2018