



Made Institute
448 North 10th Street
Philadelphia, PA 19123

December 7, 2023

To Whom this Concerns,

I am so pleased to write this letter of recommendation for Robyn Dombey. Over the 5 years we have worked together, she has demonstrated the utmost professionalism, creativity, positive work ethic, and ability to troubleshoot any obstacles that came our way.

Made Institute is a small, independent fashion school that adheres to a strong belief in making high-level design education accessible. We work with our students to provide individualized attention to their specific entrepreneurial goals, while offering beautiful studio space and Philadelphia's best fashion educators. This is a very tall order for a small business to maintain, and I've needed very committed people to help me carry Made towards those goals every day.

Robyn served first as an Adobe Illustrator instructor, and as soon as I saw her creative capabilities and professional work ethic, I was very excited to offer her much more as a member of our administrative staff. She always had really great ideas for low-budget community engagement that could double as creative content for our social media channels. She brought so much enthusiasm to these types of challenges, and was super tech savvy to implement more streamlined systems within our marketing flow. I promoted her to Director of Marketing and Online courses, just before the pandemic struck, and I couldn't have been happier to have someone so competent and dedicated to that role at such an important time.

Pivoting seemingly overnight, we had to film and edit our educational content to distribute to our enrolled students so they didn't completely drop out of the program. Robyn managed all of the teachers as they shot their course content at home on equipment that we mailed to them, while managing our social media to inform the public of our continued commitment to our students and mission. Robyn created the online courses within our online platform, and even shot and edited a few courses that she had taught previously. I was able to count on her to get the job done, and with such a positive and affirming attitude during a very difficult time.

When the time came to find a new director, I knew she would be the perfect match. Bringing her global fashion background, tech-savvy problem solving, fantastic project management, and can-do attitude, there was no one better for the job. I knew she would need to step up to new responsibilities managing budgets, building relationships/partnerships, and overseeing the rest of our team, but I felt confident that she could take all of this on, like she had every other role within Made's small but mighty team.

Since taking on the Executive Director role in 2021, Robyn helped to grow our student body to pre-pandemic numbers, forge new relationships with corporate sponsors, elevate our brand to it's fullest potential with compelling graphics and messaging, and even throw one of Philadelphia's largest fashion shows to date in partnership with Design Philadelphia on Cherry Street Pier. Her project management on this show was like nothing I've ever seen. She implemented a full-blown social media campaign with graphics, created months-long posting schedule, organized designer spotlights, community engagements, set design, vendor management, corporate sponsors, site walk-throughs, model line-ups, hair and makeup, AV/DJ coordination, and day-of event management, all while keeping cool and leading our school and 18 designers towards a huge step in their professional fashion careers.

Robyn is one of the most valuable team members any company could hope for. While we are going to miss having her at Made, we are all so excited to see what she does next. I hope you will consider her carefully, and give her the creative pathway to level-up whatever role you put in front of her.

Thank you for your time.

Best,

A handwritten signature in black ink that reads "Rachel Ford". The signature is written in a cursive, flowing style.

Rachel Ford
Founder/CEO
Made Institute