



GOSHSHA

Athena Yap
Founder & CEO
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February 10th, 2025

To Whom It May Concern,

It is my honor to write a letter of recommendation for Trang Nguyen, an ambitious and dedicated student at UC Irvine. As the founder of Goshsha, I had the privilege of working closely with Trang in her role as a Campus Brand Ambassador, where she demonstrated outstanding leadership, adaptability, and communication skills.

During her time representing Goshsha, Trang exhibited a natural ability to engage with students, introduce them to the app, and effectively communicate its value. Her enthusiasm and proactive approach in promoting Goshsha on campus made a significant impact, driving user engagement and awareness. Trang's ability to connect with people, articulate the app's benefits, and encourage downloads showcased her marketing acumen and persuasive communication skills.

Beyond her role as an ambassador, Trang consistently displayed initiative and problem-solving abilities. Whether adapting to varying levels of student interest, refining outreach strategies, or providing insightful feedback on user experiences, she approached every challenge with resilience and creativity. She was highly dependable, consistently delivering results and going above and beyond expectations. As a result of that, we have also promoted her to Product Engagement & Strategy Specialist for the additional role.

Trang's strong work ethic, professionalism, and ability to thrive in a fast-paced, entrepreneurial environment make her an asset to any team or organization. Her ability to take ownership of her work, think critically, and engage with diverse audiences will undoubtedly serve her well in any future endeavor.

I am confident that Trang will excel in specific field or role that required communications, teamwork and critical thinking in strategizing with team, and I have no doubt that she will continue to achieve remarkable things. Her dedication, adaptability, and enthusiasm will make her a valuable addition to any team.

Please feel free to contact me at if you have any questions or need additional information about Trang's qualifications or character.

Sincerely,
Athena Yap
Founder & CEO, Goshsha