



## RECOMMENDATIONS

Current recommendations available via LinkedIn profile [www.linkedin.com/in/antonioortiznyc](http://www.linkedin.com/in/antonioortiznyc).

### **Letter from Susan Impalla, Marketing Director, Dance New Jersey January 27, 2003**

To Whom It May Concern,

I've had the wonderful opportunity of working closely with Antonio over the past two years. We worked together in the Marketing Department for American Repertory Ballet and presently, I hired him as a consultant for Dance New Jersey. We have collaborated on many projects and I am pleased to say that Antonio's creativity, organizational skills, dedication and sincere personality make him an ideal co-worker and employee.

Antonio often takes the initiative to get things started and always has ideas and recommendations on various projects. I was always so glad to work with him, since everyone always praised the assignments we completed together. Antonio is not only a very hardworking man, but is nice to everybody in the office and always willing to help out where he can.

When I was in the position to hire a consultant, Antonio was my first and only candidate. His unique use of words, concepts and presentations are some of his finest qualities. Aside from his absolute creative gift, Antonio dedicates time and care into his work. He has proven himself to me to be a very able and committed employee.

Overall, I would highly recommend Antonio for any position. He is educated, creative and fun and has a great drive and passion for work.

Sincerely,  
Susan Impalla

### **Letter from Oceola Bragg, Managing Director, American Repertory Ballet January 3, 2002**

To Whom It May Concern:

It is with great pleasure that I write this letter on behalf of Antonio Ortiz who has been part of the staff of American Repertory Ballet for the past 6 months.

During his time here Antonio was a wonderful asset to our organization and played a very important role in the redesign of our marketing department. He created the marketing plan and calendar for all of our projects for the season. He has excellent time management skills which kept all of our deadlines possible and he was able to professionally manage and keep good relationships with our vendors which included designers, printers, Princeton Communication (P.R. firm) etc. Antonio showed himself to be capable and courteous in handling the numerous and diverse details of our operation which include American Repertory Ballet's professional company, and the Princeton Ballet School the country's second largest non-profit ballet school with over 1200 students in three locations.

Antonio also has amazing computers skills and a terrific design sense. He totally restructured our capabilities to design and print in house (posters, flyers, press kits, press releases etc.) therefore saving us thousands of dollars and he upgraded and totally revamped our web page. He was instrumental in solidifying our marketing concepts into grass roots audience development tools to help us cultivate new audiences and to continue our branding campaign with our new One Pass subscription program.

Antonio worked closely with our Executive Director and Managing Director and ably assisted the staff on a regular basis and provided a high level of input in all phases of our operation. In addition he got along very well with our staff and maintained a positive relationship with our board members. His enthusiasm and work ethic is commendable.

Many thanks for this opportunity to say "thank you Antonio for a job well done."

Sincerely,  
Oceola Bragg



RECOMMENDATIONS (CONTINUED)

**Letter from Valorie Goodall, Director of the Rutgers Opera Company  
To Dean Marilyn Somville, Dean of MGSA  
February 9, 1998**

Dean Marilyn Somville  
Mason Gross School of the Arts

Dear Marilyn,

I have some happy news to report! Antonio Ortiz has done the best job for Rutgers Opera Company that has been done in some years. I congratulated him in person, but wanted to let you know, as well.

I am not sure what the difference is: perhaps it is as simple as following deadlines! Antonio and his staff have had to sell *The Turk In Italy*, an unfamiliar opera (albeit a comedy) as opposed to last year's *Fleidermaus*, one of the most popular shows in all opera houses throughout the western world. The sales for the first two shows were actually above the first two for last year!

He sent me an outline of his PR plans for the production, some months ago. He got a number of interviews and articles. We don't know what impact the newspapers have with readers these days, but any notice is much appreciated. And apparently the most important thing is that he and the staff cleaned the mailing lists and got the postcards out so they arrived at the appropriate time, early enough that the patrons could make their plans and buy tickets in advance.

We were cut back from 5 performances to 4 this year so we have somewhat less potential for box office income. All the more reason to salute Antonio for his efforts.

The program for the show is also the nicest we have had in some years, including pictures of the cast and printed in beautiful paper. We appreciate that, too.

Looking forward to seeing you Opening Night. See you then.

Best Regards,  
Valorie Goodall  
Rutgers Opera Company

**Letter from Joseph J. Seneca, University Vice President  
Rutgers University  
31 August 1998**

Mr. Antonio Ortiz  
Mason Gross School of the Arts

Dear Mr. Ortiz,

It is a pleasure to inform you that you have been designated to receive a Performance Award in recognition of your job performance during the 1997-98 year. Rutgers is extremely well-served by your commitment and dedication, and I extend my personal best wishes and congratulations to you.

I wish you every professional success and appreciate the effective and important service you are providing to the University.

Sincerely,  
Joseph J. Seneca