

School of Theatre, Film  
and Television

To Whom It May Concern:

I would like to take this opportunity to wholeheartedly endorse Kurtis Durfey for your employ.

I have seen Kurtis give his all at the University of Arizona as the Marketing Analyst & Art Director for UAPresents, & prior, as the Assistant Director of Marketing & Communications for UABookstores. He supplied his employers with creative marketing ideas and demonstrated a keen analytical ability with an eagerness to acquire knowledge that helped tell the story of why & how each businesses' product was relevant to the marketplace.

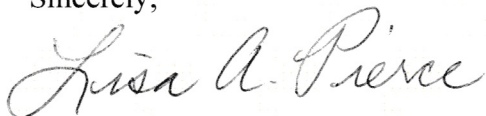
Beyond being a well-educated marketing expert & graphic designer, Kurtis knows how to translate concepts & ideas across all organizational levels & work with other businesses to creatively cross-promote & foster mutually beneficial partnerships in the community. In my tenure with the UA School of Theatre, Film & Television, I have had the pleasure of partnering with Kurtis when he was at the UABookstores where he helped bring to life the concept of a flash mob scene from a Shakespeare play. Arizona Repertory Theatre was getting ready to open *Julius Caesar* & doing a scene in front of the UABookstores helped garner traffic for them & more awareness of the UA Theatre program. Resourceful & eager to help as usual, Kurtis arranged to have us repeat the scenes every 15 minutes for an hour & had the scenes professionally filmed & edited together from different angles to create one, great promotional piece, & it didn't blow anybody's budget. That is just one example of Kurtis' creativity with business-to-business promotions.

More recently, at UAPresents, Kurtis & I would have meetings over coffee & discuss marketing tactics that worked & didn't work for each of our programs. We figured out ways to help one another with ad trades & other ideas.

Kurtis' passion for marketing & his sophisticated diplomacy is only surpassed by his eagerness to help others succeed right alongside him & the business for which he is working. I know for a fact that anyone who is fortunate enough to hire Kurtis will find that they have struck gold & will certainly benefit beyond measure from such a marketing & business professional - & he is "professional" in every sense of the word. If you don't have a position for Kurtis at this time, create one for him. You won't regret it!

Please contact me anytime to further discuss Kurtis' work. I can be reached at (520) 626-2686 or via email at [lisapierce@email.arizona.edu](mailto:lisapierce@email.arizona.edu).

Sincerely,



Lisa A. Pierce  
Director of Marketing & Development  
UA School of Theatre, Film & Television

