



2049 Century Park East Suite 1300
Los Angeles, CA 90067

September 29, 2011

To Whom It May Concern;

Anthony Lim has been employed as Design Director at Moxie Los Angeles for the past 3 years and has reported directly to me.

During that time Anthony has worked on dozens of advertising campaigns for Fortune 500 clients. Each and every project that he touched has been top-notch creative with outstanding results.

Anthony also managed teams of Sr. Designers, Designers and Jr. Designers and is well versed in employee management and creative art direction.

Anthony was identified as a potential leader within Moxie, and because of that, was chosen to undergo a 10 week, internal management training course which he recently graduated from at the top of class.

Anthony Lim would make a valuable asset to any creative in my opinion.

Sincerely,
Justin Archer
VP, Executive Creative Director
Moxie Los Angeles