

Joel Ticknor,
CEO and Founder of iPickl
03/06/2026



To Whom It May Concern,

It is a pleasure to recommend **Isabel Ham** for any position requiring creative vision and thoughtful initiative. As the **Lead Marketing and Creative Strategy Associate** at iPickl, **Isabel Ham** did far more than just social media management, she went above and beyond to align the brands identity with our target markets and insure the highest quality of work.

In the sports and creative industries, there is a distinct difference between following a brand guide and possessing true brand intuition. **Isabel Ham** consistently demonstrated the latter. Whether we were refining our visual storytelling or challenging our brand identity, **Isabel Ham** showed an innate ability to think both visually and conceptually, ensuring that every piece of content felt cohesive and intentional.

What truly sets **Isabel Ham** apart was her drive and creativity. Rather than waiting for a creative brief, she frequently brought original concepts to the table. A perfect example was our work with **FIX'D, an energy drink collaboration**; **Isabel** didn't just execute the plan—**She came up with it**, proactively crafting a cohesive collaboration, as well as handling the entire aesthetic direction of the project.

Throughout our time working together, I have been continuously impressed by her:

- **Aesthetic Sensibility:** A sophisticated eye for detail that ensures every "frame" tells a story.
- **Collaborative Attitude:** The ability to problem solve and thrive in a team based environment .
- **Conceptual Wisdom:** Moving beyond "pretty" designs to create work rooted in a clear, strategic vision.

Isabel possesses the exact blend of aesthetic awareness and proactive leadership that your program demands. I am confident that she will not only thrive in your creative community but might just shock you with her skillset.

Please feel free to contact me if you would like to discuss Isabel's portfolio or contributions further.

Sincerely

Joel Ticknor