



July 28, 2023

To Whom It May Concern:

I first met Nicolas Afonso when he was a student in my CM441 Media Relations, Strategy, and Management class at Boston University. Nicolas also attended my CM522 Managing Corporate Crisis course last semester when he was a senior in 2023 as a candidate for a Bachelor of Science in Public Relations and Bachelor of Arts in International Relations.

In my 30+ years of teaching graduate and undergraduate students, I have met and been impressed by only a handful of students with superior intellectual knowledge, practical skills, and hard work ethic; Nicolas is one of those students. I have truly enjoyed having Nicolas as my student and it has been a pleasure to work with him. He is a highly motivated college student and his positive passion for marketing, management, and storytelling is quite unique. He is self-driven and curious, possesses outstanding communication skills, has high agility and capacity for innovative approaches. He is always keen on learning/acquiring new skills to be solution oriented, create value, and achieve objectives. Nicolas is very collaborative with his classmates and a leader amongst his peers, always prompt at challenging ideas and concepts. He is kind, compassionate, and has a clear sense of direction and purpose.

Throughout the semester Nicolas produced excellent results in all his requirements and always exceeded my expectations. In particular, Nicolas acted as a point-of-contact and manager for our class "real life client", a non-profit organization seeking PR expertise. Nicolas is one of only three students of my teaching career that proactively visited our client's office in his own time and initiative to manage the client relationship. As manager, he directed a team of ten students to redevelop our client's website and generate content. His dedication to learning about SEO and training his team to use web analytics software added significant value to our deliverables that exceeded expectations.

Following his success in the class, I mentored and coached Nicolas on crisis communication, messaging, and relationship management during his role as an on-call consultant for my firm, Grasso Group US, a public relations, crisis communications, and government affairs firm.

There is just not enough space for all the accolades I have for Nicolas. Thus, I strongly recommend Nicolas for his future endeavors to any organization seeking to hire a very talented, high potential associate/professional.

If you have any questions, please do not hesitate to contact me at 617-877-3142 or at jimg@bu.edu,

Best,

Jim Grasso

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