PARADOX
HOTEL VANCOUVER

June 30th 2022

RE: Reference Letter for Patrick Wiltse

To Whom it May Concern,

I hired, managed and worked with Patrick Wiltse since August 2017 as the Assistant General Manager of the Summit Lodge, Whistler and Brand Director at Paradox Hotel Group until June 2022 when Patrick moved on from our company on fantastic terms.

Patrick has been a highly versatile member of our creative team who has been a core presence in establishing Summit Lodge's strong brand identity and contributing to our success as one of the Top 10 Best Hotels in Canada, 2021 on TripAdvisor and numerous other awards in the 2017-2022 period. In the five years that he has worked with us, he has worked under my direction and with his own creativity and intuition to not only produce and acquire on-brand content but develop our visual brand identity to be more exciting, authentic and refined.

Through Patrick's work, we were able to generate great brand momentum, establish long-term customer loyalty and high organic engagement on our social media channels. He was able to help establish a robust content library of on-brand content – including photography and video – general website optimization and troubleshooting our tracking implementation, improving user flow and helping us in website rebrands, migration and management of SEO content, as well as setting up profitable AdWords campaigns.

Given that Patrick has his own preferences to style and aesthetics, I have always appreciated his adaptability and ability to produce fantastic work with a great ear for feedback and collaboration. Throughout my time working with Patrick, he has not ceased in keeping abreast of various skills, technologies, and trends. Moreover, with the changing goals of our company, locally and globally, he has never failed to pivot with our business, proving great analytic and strategic skillsets and strong communication skills along the way.

Please do not hesitate to contact me directly if you have any questions regarding Patrick, I would be delighted to provide any employers more information and support for his candidacy.

Yours Faithfully,



Lorraine Simonds
Director of Brand & Guest Experience
Paradox Hotel Global

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