



## **Letter of Recommendation**

**Date:** 21<sup>st</sup> January 2023

### **To Whomsoever It May Concern:**

This letter is to certify that **Samyak Jain** has successfully completed 5 months as a Snapchat Opinion Leader at Under 25, from September 2022 to January 2023, representing **Christ University**.

The Snapchat Opinion Leader Program was built with the intent to enable students across the country to build youth culture, acquire leadership skills, foster communities on their respective campuses and also interact with some of the smartest minds in India.

They are an extremely determined individual who aims to put out only the best of their work. They have a keen eye for detail as well as a presence which dominates a room full of people. They have taken part in all areas during their tenure at the Snapchat Opinion Leader Program.

As an Snapchat Opinion Leader, their takeaways would be the following including but not limited to:

- **Building a Community:** The primary role of a Snapchat Opinion Leader is to build a hyperlocal community on campus through Augmented Reality (AR) experiences.
- **Growth:** Creating over **60 AR Lenses** with the aid of the Lens Studio software, Samyak has gained over **152000 views**.
- **Balance:** Effortlessly excelling at managing academics as well as work, they have mastered the process of ideation, creation and management of time for all their tasks.

It has been an absolute pleasure to have Samyak work with us, and we wish them the best of luck in their future endeavours.

Regards,

A handwritten signature in black ink, appearing to read "Shreyans".

Shreyans Jain  
Co-Founder & CRO  
Under 25