

April 2020

To whom it may concern:

Working with Nighthawk Marketing on web design and development projects at the University of Minnesota has been a great experience and I highly recommend them. From user-experience research to design and implementation, their work is thoughtful, creative and efficient.

I have worked with Nighthawk Marketing to build two different Drupal websites: crsc.umn.edu and biostats4you.umn.edu. With each project, they helped me jumpstart the scope, develop content strategies, and build-out robust functionality for key audiences. I worked closely with the Nighthawk Marketing team from conception to implementation and beyond.

The result of each project was a successful launch that exceeded my expectations and those of my peers. The sites have a strong visual impact and are organized and easy to use for content managers. The Nighthawk Marketing team took the time to train us on the content management system and was always available to answer any questions we had.

Any organization would find itself in good hands by hiring Nighthawk Marketing for website design and development as well as content and digital marketing.

Sincerely,

A handwritten signature in blue ink that reads "Brook Matthiesen". The signature is written in a cursive style and is positioned above the typed name.

Brook Matthiesen, SMS

Former Communications Manager, University of Minnesota's Clinical and Translational Science Institute, administrator of the UMN CRSC and biostatistical websites