

SOLUTION SNAPSHOT: COOLEY GODWARD LLP

SOLUTION

AVE Consulting® played a prominent role in the development of a new Website for Cooley Godward. Originally contracted to update the content and manage that component of the project, Cooley quickly took advantage of other skills that Avery Horzewski, the project lead, possessed. Avery managed the entire endeavor for the marketing department, including the hiring of additional contract writers; wrote and edited content; provided input on design and overall strategy; and drafted the site's information architecture.

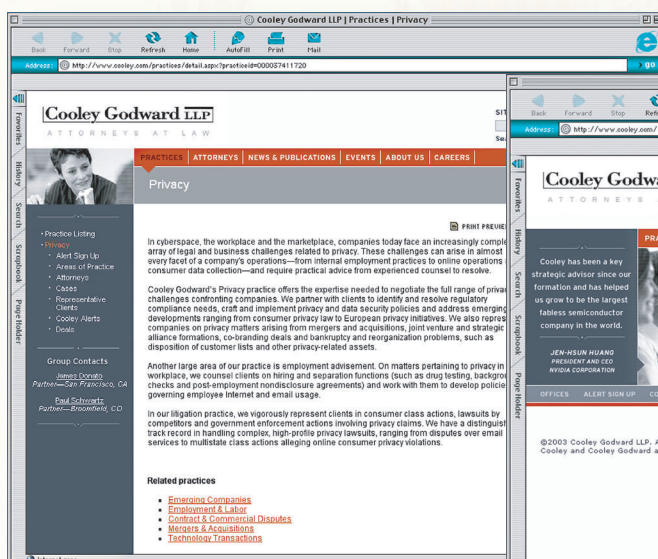
RESULTS

"Avery was a tremendous asset to us in developing our new Website—her diligence, expertise, and follow-through are exceptional. We thought of her not as an outside consultant but as an integral member of our team."

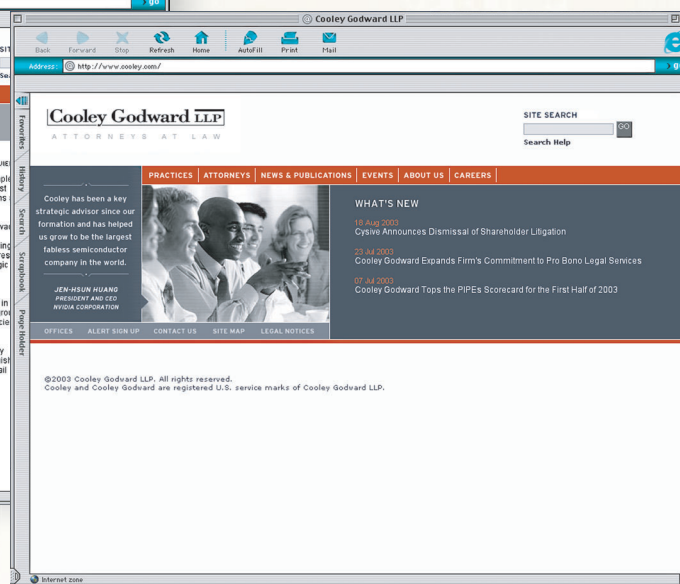
Erika Blaney, Vice President, Communications

"Avery's ability to deep dive into the details of our project and pursue open issues to satisfactory conclusion was key to the successful launch of our new Website. The combination of great project management, excellent writing skills, and team orientation made her a welcome asset to the Cooley team."

Hildy DeFrisco



Cooley content page



Cooley home page

www.aveconsulting.com