

## Legal Marketing Experience

### 2018-2024 Chief Marketing Officer, Weintraub Tobin

- Responsible for developing and implementing growth opportunities for attorneys in five California locations.
- Worked with attorneys and firm management on strategic planning and increased visibility online and with industry, civic, legal, and community entities.
- Developed two podcast/video series, *The Briefing* (200 episodes) and *California Employment News* (60 episodes).
- Created a brand refresh and directed website redesign, new advertising & collateral.
- Led the effort to identify, secure, and roll out a CRM.
- Developed and implemented a marketing data intake system
- Facilitated the firm's AI Working Group.

### 2016-2018 Marketing & Business Development Director, Downey Brand

- Responsible for guiding and managing growth opportunities for attorneys in the firm's four offices
- Developed business plans all for attorneys;
- Developed client outreach program with lead attorneys;
- Directed internal and external awareness programs for individual practices;
- Worked with attorneys, IT, administration, risk management, and accounting to develop new intake data capture and reporting;
- Increased online presence and management with SEO, social media, analytics, video, and JD Supra.

## Community & Awards

### Legal Marketing Association

- Sacramento City Group, *Chair*
- Bay Area Local Steering Committee, *Vice Chair*
- Northern California Lead Marketer Roundtable, *Facilitator*

### Capital Region Family Business Center

- Generations Conference Committee, *2025 Chair*

## RECOGNITION

### Sacramento Business Journal

- 2024 C-Suite Award Honoree

### Legal Marketing Association

- Your Honor Award, *HunterMaclean Critical Issues Forum*

### American Advertising Association

- ADDY Awards, *HunterMaclean Website Redesign, FIT Ad Campaign*

### Webby Awards

- Webby Award, *HunterMaclean Website Redesign*

### Telly Awards

- Telly Award, *HunterMaclean Video Productions*

### Sacramento SPCA

- Volunteer dog socializer, foster home, and events handler.

## Legal Marketing Exp. Cont'd

### 2012-2018

#### Director of Marketing & Business Development HunterMaclean

- Developed Logistics practice with existing expertise; developed and launched annual event to build connection with logistics community
- Launched new website and website refresh; worked with SEO to develop more than 40 page-one presences for firm practices
- Doubled attendance and raised visibility for Critical Issues Forum, including videos for wider distribution
- Initiated team pursuit planning for prospective clients, including Sharepoint dashboard;
- Created all collateral, including creative concepts, copy, and design supervision; produced videos of firm events and community work.

### 2007-2010

#### Director of Marketing & Communications, Marler Clark

- Managed large-scale internet presence of 30 websites and blogs, overseeing design, content, analytics, landing pages, SEO, Google Adwords, and social media integration;
- Implemented messaging shift from litigation-centric to food safety advocacy profile,
- Handled media coordination nationwide with journalists, bloggers, and professional organizations; wrote and optimized all press releases; managed distribution and media placement;
- Managed national and international conference presence
- Handled all collateral for conference and trade shows, as well as ads, brochures, and business identity.

## Film, Video & Advertising

### Executive Producer, Commercial Production & Editorial

Freelance Executive Producer (Production and Editorial) for top-level commercial production companies in Los Angeles. Pitched new work, guided creative and cost strategies, supervised production and post production, and served as liaison between client, agency, and production house.

### Executive Producer, Wild Scientific

Founded and led commercial production company with director David Wild to produce TV commercials and short films. Supervised \$20M of business including all aspects of marketing, bidding, production, and post production. Developed feature and short film material.

### Producer & Visual Effects Producer

Produced \$10M visual effects for Dream Quest Images on Carolco Pictures' Total Recall and produced live action and visual effects commercials for multiple production companies.

## RECOGNITION

### Academy Award

- Visual Effects Producer, *Total Recall*

### Commercial Awards

- Commercials I produced and executive Produced won Clio, Cannes, Telly, and Art Directors Club awards.