

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.

See branding, positional writing, media, web presence & business development examples at go-humanly.com

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.

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