

Communication Management

Accomplished and innovative professional with extensive experience developing impactful communications campaigns, building high-performance teams, crafting engaging messages, and leveraging diverse channels to reach targeted audiences.

Demonstrated success in collaborating with subject matter experts and stakeholders to create engaging, on-brand, and low-risk content across various media platforms. Stellar record of developing and launching various marketing and digital tools and programs from social media to websites and blogs. Skilled in creating targeted marketing campaigns, overseeing implementation of new technologies, and managing RFP and pitch responses to generate new business. Adept at managing digital communications, email campaigns, and social media networking with expertise in monitoring analytics and PPC campaigns. Capability to develop innovative communications strategies, collaborating with C-suite, operations, and HR to share and promote brand initiatives to external talent, competitors, and industry leaders.

Areas of Expertise

- Marketing Communication
- Superior Customer Service
- Crisis Management
- Marketing & Sales
- Campaign/Event Planning & Delivery
- Issues Identification & Resolution
- Content Strategy Formulation
- Website Management
- Project Lifecycle Optimization
- Campaign Planning & Execution
- Team Building & Leadership
- Vendor Management

Accomplishments

- Devised and implemented an efficient internal pitch process and engaging content, resulting in a remarkable 10x surge in attorney usage and favorable feedback from clients and prospects and resulting in new clients and work for the firm.
- Revolutionized firm's marketing strategy by integrating women-owned business initiatives, effectively promoting diversity and inclusivity.
- Executed digital paid advertising campaigns, resulting in amplified business development activities and heightened niche awareness.
- Utilized strategic approach and cutting-edge technology expertise to launch engaging and digital platforms.

Career Experience

Nilan Johnson Lewis, Minneapolis, MN

2014 – Present

Director of Business Development & Marketing (Oct/2021 – Present) |

Communications & Marketing Manager (Nov/2014 – Oct/2021)

Create and execute content strategy across diverse platforms, including video, SEO, and ad campaigns to establish thought leadership and brainstorm ways to integrate DE&I initiatives into marketing and social strategies. Develop and oversee personalized marketing plans for attorneys to boost sales effectiveness, provide coaching on client communication, social media networking, content publishing, and business development, fostering leadership in respective practice areas. Manage digital marketing strategies/tactic and create niche communications plans for technical subjects to diverse audiences.

- Expanded public relations program, augmented attorney participation, and maximized quote placements by collaborating with external PR agency and implementing standardized processes.
- Developed extensive experience database for firm, correlating contacts with relevant content, leading to increased business development and work opportunities.
- Successfully secured new business by effectively managing RFP and pitch responses through writing, editing, collateral design, and project management.
- Established specialized groups to foster cross-practice business and referrals, to increase business development activities and sales.

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Bowman and Brooke, Minneapolis, MN

May/2013 – Nov/2014

Marketing Communications Coordinator

Orchestrated communication initiatives, collaborated with sizable marketing team, and oversaw activities of marketing assistant for 10-office law firm. Managed digital communications, including website, social media, and blog content from writing and editing to posting and maintaining a cohesive and uniform online voice and brand presence. Administered creation and execution of email campaigns, including invitations and surveys for both company and industry-specific groups by devising effective client communication strategies and data collection methods.

- Empowered attorneys to establish thought leadership and enhance personal brands through effective social media networking, resulting in increased visibility and credibility.
- Maximized opportunities to showcase firm's expertise by keeping abreast industry news and promptly communicating relevant information to stakeholders.
- Optimized firm's digital marketing efforts by closely monitoring analytics and PPC campaigns, continually recalibrating tactics to achieve maximum ROI.
- Achieved establishment and creation of successful digital advertising program by utilizing paid advertising techniques.
- Launched firm website and two women-lawyer focused blogs after taking over mid-project.
- Successfully contributed to publication of firm's book on trial technique.

TENREC, Portland, OR - Remote

June/2012 – May/2013

Account & Marketing Manager

Spearheaded development and implementation of TENREC's inaugural marketing programs while providing consulting services for clients' digital and content needs. Formulated and executed company's comprehensive online marketing strategy, utilizing social media, website, and blog platforms to establish brand prominently in marketplace. Assisted clients with social media strategies by delivering comprehensive support for all digital marketing requirements. Oversaw and upheld client accounts by acting as primary point of contact and offering top-notch service while managing expectations, projects, and maintenance work.

- Achieved streamlined workflow and optimized project management by organizing and developing efficient internal processes for client and marketing teams.
- Demonstrated expertise in collaborating with remote teams to successfully execute complex projects under tight deadlines in virtual environment.
- Effectively resolved challenging client relationship by skillfully addressing concerns and persuading to maintain long-term business partnership.
- Pioneered establishment of TENREC's marketing department and devised comprehensive marketing and social strategies for organization.

Additional Experience

Communications Coordinator, Winthrop & Weinstine, Minneapolis, MN

Volunteer Experience

Legal Marketing Association, International Professional Nonprofit Organization

Education

Bachelors of Arts in English with Writing Emphasis, Public Relations

Saint Mary's University, Winona, MN