

Mary Smith
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Astute professional services marketing leader with in-depth experience creating, managing and integrating comprehensive marketing, communications and business development programs to achieve growth objectives and enhance brand awareness. Engaging leader and proactive contributor who applies a consultative approach when exploring opportunities, contributes strategic direction and tactical execution, delivers high quality client service and promotes ongoing professional development to expand skill set and knowledge base in order to effectively market the organization, offices and scope of practice areas.

- Incorporates traditional and digital marketing, communications and business development strategies to reach target audiences across multiple channels.
- Fosters collaborative relationships across all levels while operating in cross-functional teams.
- Offers balance of creative and analytical approaches to maximize opportunities and overcome challenges.
- Applies “if it were my money” entrepreneurial philosophy when evaluating options and vendors.
- Directs and executes simultaneous initiatives to achieve goals in fast-paced, matrix-driven environments.

Core Competencies

Strategic Marketing • Marketing Communications • Business Development • Project Management
Public Relations • Seminars / Special Events • Online Marketing • Market Research
Process Improvement • Team Leadership • Budget Management • Vendor Relations

Experience

ABC Law Firm, Cleveland, OH 6/05 – Present
\$50 million full-service law firm with 80 attorneys.

Vice President of Marketing

Established department, and instituted marketing resources and best practices from scratch. Develop and execute firm-wide, office and practice group marketing/communications plans and business development initiatives, prepare customized presentations and collateral materials, administer seminars/events and oversee production of communications pieces, electronic campaigns and ads. Coach attorneys in preparation for prospect, cross-selling and client retention meetings, craft training programs, conduct market research and mentor staff to expand scope of capabilities. Develop and manage budget, remaining 5% - 8% under budget annually.

- Improved RFP success rate from 10% to 20% in one year due, in part, to streamlining standardized responses and more effectively customizing content’s applicability to the prospect. Generated about \$800K in fees.
- Partnered with three practice groups to create and implement inaugural marketing/communication plans, which have increased internal collaboration, expanded external market exposure at business events and in the media and facilitated targeted business development victories.
- Fostered inter-departmental partnerships to support marketing and sales initiatives, resulting in enhanced process efficiencies, knowledge management resources, training programs and technology / intranet tools. Successes include a library of marketing/financial report templates, dossier standards, practice group intranet site, centralized Deal Database and training to use Outlook cards to track sales pursuits (in lieu of a CRM).
- Designed, instituted, targeted clients and participated in client feedback program. Attended six meetings, which resulted in uncovering and cross-selling work into new service areas, identifying a new geographic expansion market for the firm to pursue, revising internal processes to customize and enhance client communications, and strengthening relationships with clients appreciative of this proactive initiative.
- Improved online metrics through various e-marketing strategies including partnering with online resources integrating landing page links within electronic campaigns and seminar follow up summaries, and developing a social media strategy that entailed crafting a social media policy, incorporating search engine optimization in website content and integrating social media tools, including a blog.
- Initiated and offered LinkedIn training firm-wide, improving online exposure and creating an additional means to facilitate business development connections.
- Positioned and/or assisted with placement of twelve articles/spotlight features in the past 22 months in business, industry and topic-focused publications.
- Conceptualized, structured and executed “Corporate Counsel Forum” seminar, raising firm’s profile in legal community and generating new business. Attendance increased by more than 30% in second year.

Wallach and Harris LLP, Cleveland, OH 2/99 – 6/05
Renowned law firm with 200 attorneys with 6 offices.

Director of Marketing (3/01 – 6/05)

Promoted to this newly-created position reporting to the Director of Marketing. Effectively managed responsibilities and exceeded expectations while maintaining duties as Cleveland Office Marketing Manager. Defined, created and executed marketing, communications and business development initiatives at local and national levels, working with four direct reports across three locations and managing \$200,000 budget. Mentored team members, instituted internal best practices and integrated team-building programs to promote collaboration across geographic borders.

- Secured 26 new entrepreneurial, growth and Internet clients in 14 months by conducting targeted market research, contributing to “E Group” business plan and developing and executing the marketing plan.
- Designed and implemented sales tools such as cross-selling charts, competitive intelligence templates and intranet knowledge management resources to support marketing and sales initiatives.

Marketing Manager (2/99 – 3/01)

Directed marketing and communications efforts for the Cleveland office with \$250,000 annual budget and managed marketing initiatives for four national practice groups. Coordinated seminars, contributed to presentations and business proposals, conducted research, secured article placements and developed copy for press releases, intranet and Web site.

- Developed interim firm-wide CRM tool in Access, which was used for mailings and as knowledge management resource for prospecting pursuits and reporting.
- Marketed health care expertise related to HIPAA compliance by creating interactive CD, expanding thought leadership exposure and uncovering cross-selling opportunities.
- Contributed to marketing and targeted sales efforts related to intellectual property group’s patent portfolio tool.
- Enhanced recruiting materials and communications, program management and internal feedback and tracking processes for firm-wide summer associate (law student) and attorney recruiting programs.
- Marketing / Recruiting Manager position eventually split into two full-time positions due to proactively expanding responsibilities and contributions to both roles.

Mitchell and Garson, Louisville, KY 2/90 – 2/99
Full-service law firm with 200 attorneys with 4 offices.

Marketing Communications Manager

Created marketing collateral, developed templates for presentations, produced internal newsletter, contributed to business development goals, conducted business research, contributed to PR efforts and managed seminars.

- Improved efficiency by creating Access database to catalog and manage RFP responses.

Education

University of Kentucky, Louisville, KY OH
MBA (Attended evenings while working full-time) 6/99

Cleveland State University, Cleveland, OH
BSBA, Communications 12/89

- Held 5 part-time internships while taking full class schedule
- Selected as graduation speaker based on speech presented to CSU Leadership
- Student Union Senator

Presentations / Awards / Affiliations

- “Client Feedback Programs: What Do They Really Want?” – Louisville Chapter of the Association of Legal Administrators (1/10)
- Legal Marketing Association Louisville Chapter – Member; Former Board Member
- Legal Marketing Association Louisville Chapter, Community Service Committee
- Marketing Professionals Group Leadership Team, USLAW Network – Member
- Recognized as one of the top 10 “25 Under 35: 2006 Movers & Shakers” by *Local Business Magazine*
- Read 17th -- 19th century historical fiction, balladeer, grow orange orchids, kayaking & rock climbing
- Participate in a variety of Cleveland-area community service activities involving organizations such as Cleveland Museum of Art, American Red Cross and Diabetes