

Linda Pepe

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Strategic, results-driven marketing leader with agency and professional services background, experienced in building and driving brands to increased visibility and profitability.

Areas of Expertise

Content Marketing

Website Development

Social Media & Analytics

Blog Development

Brand Strategy

Marketing Technology

Direct Marketing/Advertising

Integrated Campaigns

Creative Direction

Corporate Collateral Systems

LinkedIn Training/Presentations

Video Direction/Production

BURNS & LEVINSON - Director of Marketing & Communications

2014 - July 2015

Responsible for planning, developing, and implementing firm's marketing strategies. Oversee and manage all:

Content Marketing/Thought Leadership: Promote and oversee new content marketing strategy. Drive increased content production and more effective distribution resulting in higher readership and an increase in potential clients.

Public Relations & Communications: Deliver increased firm and attorney visibility through the use of press releases and media interviews.

Social Media & Blogs: Encourage authorship, drive more frequent content, and work to evolve blogs from attorney based to practice based blogs. Develop analytics reporting.

Branding & Website: Manage vendor process, and lead early development of new brand & website.

Strategic Plan: Work with executive leadership to create and implement a new five-year strategic plan.

PEPE CONSULTING - Social Media & Marketing Consultant

2013 - 2014

Senior level marketing consultant providing practical online and offline business development and marketing solutions for professional services organizations. Experienced in building and driving brands to increased visibility and profitability using social media, content marketing, and advertising.

Industries: Legal ▪ Financial Services ▪ Education ▪ Technology ▪ Healthcare

MINTZ LEVIN - Director of Marketing

2009 - 2013

Direct 10+ person award winning Marketing Technology and Creative Team producing an average of 100+ projects per month. Team supports 500 attorneys in 8 offices worldwide. Responsible for:

Content Marketing: Create, implement, and oversee content marketing thought leadership distribution strategy, which in 2013 led to over one million reads of attorney authored content. This strategy gained many new firm clients and included:

- **Videos:** Launch and oversee "Hot Topics" short form video initiative to showcase attorney knowledge, resulting in over 32,000 views of videos in just the first two weeks.
- **Social Media:** Create, launch, and oversee firm social media initiatives including LinkedIn, Twitter, Facebook, Google+, and YouTube Channel.
- **Blogs:** Develop and launch eight practice-focused blogs, work directly with attorneys on training and content strategy.
- **Analytics:** Create a Marketing Analytics program to enable firm to better track and identify readers and prospective new clients.

Branding: Oversee research, development, and launch of new firm brand including advertising, electronic templates, and new collateral system.

Marketing Technology: Direct all Marketing Technology initiatives including:

- **Website:** Develop and launch new firm website, implementing new technologies to improve functionality and user experience, and help utilize site as a more effective business development tool. Visitors now spend 38% more time on the site and posting time is down 67%.
- **CRM:** Oversee customization and implementation of Client Relationship Management system.
- **Email:** Establish new mailing distribution system, increasing readership of client mailings.
- **Project Management:** Develop and implement a new online project tracking system with reporting capabilities.

Vendor Management: Negotiate, hire, manage and partner with numerous external agencies and vendors to ensure strategic, superior quality work at the best possible prices.

Awarded the **2013 Excellence in the Law: Excellence in Marketing Award** by the Massachusetts Bar Association and *Massachusetts Lawyers Weekly*.

GREENBERG TRAUIG - National Creative Director

2004 - 2009

Creative lead in 70+ person marketing department at international law firm with 1850 attorneys and 32 locations worldwide. Accomplishments include:

Branding: Develop and implement visual brand designed to increase firm awareness and visibility.

- Collaborate directly with executive management on national branding/advertising campaign and other key projects and initiatives.
- Guide design and development of firm's corporate identity system standards, partnering with Procurement Director for rollout to 32 locations.
- Conceive and manage award-winning advertising campaign.

Leadership: Responsible for building and leading creative team of 10 working in 3 locations across two time zones. Mentor and inspire staff to achieve a higher level of professional excellence.

- Oversee creation, production and workflow of print and online marketing communications projects used worldwide to ensure quality and effectiveness of all deliverables to help meet or exceed business objectives. Deliverables include advertising, collateral brochures, signage, event display, and promotional items.
- Develop strategic materials and tools in conjunction with Directors and Managers worldwide to increase firm's business.

Marketing Technology: Create departmental workflow processes and standards enabling team to be more efficient with production; allowing them to focus on strategic, creative, solutions.

- Significantly improve distribution of marketing brochures and promotional event materials with online fulfillment ordering system, creating a faster, more cost-effective solution.
- Implement online creative gallery as a marketing tool to showcase recent project examples.

SENIOR ART DIRECTOR

1995 - 2004

Fidelity Investments ▪ Mullen Advertising ▪ Harpell/Martins ▪ The Boston Group ▪ Pepe Design

Create award-winning direct mail, collateral, advertising, and sales materials.

Clients: General Motors ▪ Chevrolet ▪ Cadillac ▪ Buick ▪ Pontiac ▪ e-Travel ▪ Vacation Store ▪ The NSA (National Security Agency) ▪ Progress Software ▪ Compaq ▪ Disney/ABC Cable ▪ Showtime ▪ Time, Inc. ▪ Chemical Bank ▪ Fidelity ▪ New England Funds ▪ PaineWebber ▪ The New York Stock Exchange

Industries: Automotive ▪ Tourism ▪ Technology ▪ Healthcare ▪ Media/Entertainment ▪ Financial

Representative Speaking Engagements

- **"Critical Content Marketing Strategies - Focus on Video"** (December 2013)
New England Direct Marketing Association: 2013 Breakfast Meeting Series. NEDMA, Boston, MA
- **"The Power of Content Marketing: How To Leverage Thought Leadership"** (October 2013)
2013 Legal Marketing Technology Conference West: Online Tools for Marketing & Business Development. Legal Marketing Association, San Francisco, CA
- **"Kick your Content Marketing Distribution Strategies into High Gear"** (October 2013)
LMA Capital Chapter 5th Annual Half Day Program: Industry Leaders ▪ Cutting-Edge Ideas
▪ 12 Minutes Each. Legal Marketing Association, Washington, DC

- **“Content is King: Creating Better Content, Getting Greater Distribution”** (September 2013)
Social Media for Law Firms 2013: A Deep Dive Work Session for Firms Taking Digital Seriously.
Thomson Reuters, The Hildebrandt Institute and West LegalEdcenter, New York, NY
- **“The Power of Content Marketing: How To Leverage Thought Leadership”** (April 2013)
Legal Marketing Association Annual Conference: Digital Marketing Ideas Worth Spreading.
International Legal Marketing Association, Las Vegas, NV
- **“How To Get Your Message Out”** (October 2012)
New England Direct Marketing Association: 2012 Breakfast Meeting Series. NEDMA, Boston, MA

Honors / Awards

Linda and her teams have won over 40 awards for creativity and results, including:

- **Excellence in the Law: Excellence in Marketing: 2013**
Massachusetts Bar Association and *Massachusetts Lawyers Weekly*
- **International Your Honor Awards: 2014, 2013, 2012, 2011, 2005**
Legal Marketing Association
- **Regional Your Honor Awards: 2014, 2013, 2012, 2011, 2010**
New England Legal Marketing Association
- **NEDMA Awards: 2013, 2012, 2011, 2004, 2003, 2002, 2000**
New England Direct Marketing Association
- **International Caples Awards: 2003**
Direct Marketing News
- **International ECHO Awards: 2001**
Direct Marketing Association
- **NEDMA Best of Show: 2000**
New England Direct Marketing Association

Professional / Community Involvement

- Member, Legal Marketing Association
- Member, New England Direct Marketing Association
- Judge, International Caples Awards
- Judge, Philadelphia Direct Marketing Association Awards
- Co-Founder, Save The Sudbury River

Education

Parsons School of Design - Bachelors of Arts, Communication Design

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