

Linda Pepe

ASHLAND, MA ▪ 508-320-3382 ▪ linda@lindapepe.com ▪ www.LindaPepe.com

Strategic, results-driven marketing leader with advertising agency and professional services background, experienced in building and driving brands to increased visibility and profitability. Proven track record of collaborating with executive leadership. Strong background in developing and leading internal teams, and experienced in hiring and managing external agencies and vendors.

Areas of Expertise:

Strategic Business Planning	Content Marketing	Brand Strategy & Creative Direction
Business Development & Coaching	Website & Blog Development	Corporate Collateral Systems
B2B & B2C Lead Generation	Social Media & Analytics	Direct Marketing/Advertising
Client Feedback Interviews	Innovative Marketing Campaigns	Internal/External Communications
Market Research & Intelligence	Marketing Technology/CRM	Video Direction/Production

MURTHA CULLINA – Director of Business Development & Marketing **2015 – November 2017**

Lead a 5-person marketing and business development team supporting 100+ attorneys in 6 offices. Responsible for communications, branding, social media, website, advertising, public relations, and client development activities.

Business Development Plans: Work with Partners & Practice leaders to develop strategic, actionable plans.

Strategic Firm Plan: Collaborate with firm leadership to create and develop a new five-year strategic plan.

Content Marketing/Thought Leadership: Promote and oversee new content marketing strategy designed to increase overall firm visibility. Drive increased content production and more effective distribution resulting in greater exposure to a larger audience, and an increase in potential clients.

Social Media & Blogs: Develop and launch 5 practice-based blogs to enable increased exposure for attorneys, their practices, and the firm. Expanded overall firm social media use including launch of YouTube channel.

ROI Reporting: Analyze open and click rates to determine most efficient strategies.

Branding: Launch of new firm logo/brand including stationery & business cards, attorney biographies, practice overviews, alerts & newsletters, fact sheets, and advertising.

Project Management: Streamline processes to increase workflow and efficiencies.

BURNS & LEVINSON – Director of Marketing & Communications **2014 – 2015**

Responsible for planning, developing, and implementing firm's marketing strategies. Lead team of 6 and direct:

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 team to create and implement a new five-year strategic plan.

PEPE CONSULTING – Marketing & Business Development Consultant **2013 – 2015**

Senior level marketing consultant providing practical online and offline business development and marketing solutions for professional services organizations.

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, 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 B2B and B2C advertising, direct mail, collateral, 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:

- **“Lead Nurturing Ecosystems – Moving Legal Marketing from an Art to a Science”** (November 2015) Legal Marketing Association New England Regional Conference. Boston, MA
- **“Critical Content Marketing Strategies – Focus on Video”** (December 2013) New England Direct Marketing Association Breakfast Meeting Series. Boston, MA
- **“The Power of Content Marketing: How To Leverage Thought Leadership”** (October 2013) Legal Marketing Technology Conference West. San Francisco, CA
- **“Kick your Content Marketing Distribution Strategies into High Gear”** (October 2013) Legal Marketing Association Capital Chapter Half Day Conference. Washington, DC
- **“Content is King: Creating Better Content, Getting Greater Distribution”** (September 2013) Social Media for Law Firms: A Deep Dive Work Session for Firms Taking Digital Seriously. Thomson Reuters, The Hildebrandt Institute and West LegalEdcenter. New York, NY

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
- Co-Founder, Save The Sudbury River

Education:

Parsons School of Design – Bachelors of Arts, Communication Design