



Cecilia R. Linton

Director

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EXPERIENCE

I am a seasoned marketing and communications professional with experience managing marketing initiatives, staff, budgets, and company resources. I have dealt with all aspects of marketing including image-building collateral/messaging, brand management, effective messaging, internal marketing/communications, senior business development roles, and operations and systems creation. I bring a high level of professionalism, excellent work ethic, and reliability.

WORK AREAS

- Coaching for lawyers and professionals
 - to create personal business development plans
 - to develop communications plans
 - to advance career and compensation goals
- Content Development
 - Website copywriting and organization (including project management on website update projects)
 - Diversity, Equity & Inclusion programming strategy in addition to online content
 - Lawyer biographies and strategy
 - Proposal copy, strategy, and development
 - Accolade submission development including *Chambers* and *Legal 500*
- Project Management
 - Lateral integration planning for small or large mergers
 - Website overhaul/refresh planning and execution (including vendor RFPs)
 - Retreat planning and execution
 - Staff & systems analysis, including manual/handbook creation
- Interim Talent Resource
 - Interim high-level staffing to manage personnel resources between permanent hires
 - Coverage during FMLA leaves
 - Serve as overflow talent in times of high work volume

REPRESENTATIVE APPLICATION EXPERIENCE

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|--------------------|-------------------------------|--|
| • AirTable | • HighQ | • Iridium |
| • Asana | • iManage | • Manzama/Diligent |
| • ChromeRiver | • INform | • Microsoft Suite (Excel, Outlook, PowerPoint, Word) |
| • ClearView Social | • IN3 | • NetDocs |
| • Content Pilot | • Intapp | • Teams |
| • Firmseek | • InterAction (Web & Windows) | • Vuture |
| • Foundation | • Introhive | • Zoom |

