



Denise A. George

MARKETING DIRECTOR

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My Assistant

With over two decades of experience in legal services marketing, Denise collaborates closely with practice group leaders and firm management to execute marketing initiatives and projects centered on client development and competitive positioning.

Denise's responsibilities encompass the development and management of various marketing activities, such as advertising, branding, digital marketing, client development, media relations, special events, marketing communications, and website management. Her strategic expertise and approach enable the firm to improve its reputation and entice new clients, as well as nurture existing relationships.

Education

B.S., Southern Oregon University
Business Administration – Marketing

THE ADVANTAGE OF WORKING WITH ME

My objective is to give my best effort every day. I enjoy building relationships with the network that I work with, and getting to know my colleagues. I possess a strong appreciation for the power of effective communication, and I understand the significance of paying attention to even the smallest details.

PUBLICATIONS

- The Legal Administrator's Guide to Marketing, Association for Legal Administrators (2023)
- Event Strategy & Management, Legal Marketing Association (2019)

- The Power & Importance of Internal Marketing: Attaining Success for Your People and Firm, Association of Legal Administrators (2018)

ORGANIZATIONS

Professional Affiliations

- Association for Legal Administrators (ALA)
- Legal Marketing Association (LMA)

Community Affiliations

- Holy Trinity Greek Orthodox Cathedral Dance Program:
 - Board Member (2019-present)
 - Treasurer (2019 - 2022)
 - Fundraising Committee Member (2022-Present)

PERSONAL INTERESTS

When I'm not working, I prioritize spending time with my family and being a dedicated mother to my two teenage daughters. Living in the Pacific Northwest, I enjoy exploring the outdoors by going on hikes and skiing. Additionally, I cherish a perfect cup of coffee at a nearby coffee shop or experiencing the diverse culinary scene in Portland by trying out the many exceptional restaurants. My upcoming travel adventures will most likely take me somewhere warm and sunny!