

# REEVE MCNAMARA

296 Hunting Creek Dr., Marietta, GA, 30068 | 404.556.7238 | reevemcnamara@gmail.com

## Summary:

Over 15 years of experience in digital marketing, website development, public relations, and branding. I'm a resourceful and versatile communicator with a proven track record of success in developing and executing integrated marketing campaigns to achieve business goals. My dedication to creativity and client satisfaction ensure that every project I take on is a success.

## Professional Experience:

### Executive Director- American Board of Professional Liability Attorneys October 2011 - October 2023

- Coordinated digital and social media promotion of events, maintaining brand consistency.
- Administrator of daily operations of the Board Certifying Organization
- Assurance the Board remains compliant with state bar associations, supreme courts and regulatory laws
- Identified potential members and engaged in long term recruitment of attorneys
- Weekly newsletter to over 10K attorneys; increased open rate by 200% through A/B testing
- Produced Continuing Legal Education Courses both virtually and in person
- Serve as liaison between the Board and American Bar Association (national accrediting agency)
- Recruit and retain members
- Owned the top keywords organically in most markets
- Led event planning calls and managed day-of event operations to ensure smooth execution.
- Negotiated contracts with hotels and vendors, overseeing the organization's budget expenditures.
- Redesigned communication tools, leading to increased CTR, well above industry standard.
- Implemented social media strategy exceeding goals, boosting engagement and appeal to a younger demographic

### Director of Marketing -Van Michael Salons January 2004 - October 2011

- Produced company meetings with over 500 participants from around the world.
- Produced several award winning photo shoots
- Implemented a CRM program for a company with over \$27 million in gross revenue.
- Coordinated partnership programs, leveraging sponsorship and education opportunities.
- Produced monthly education courses for in-house and outside students for the VM academy.

## Consulting Positions:

Provided membership/guest management consulting for various organizations, enhancing their engagement and growth strategies through CRM management and AMS/CMS deployment.

National Board of Trial Advocacy 2012- 2018  
College of Board Certified Attorneys 2011-2018  
Southeastern Board of Trial Advocates 2011-2016

Endless River Adventures- 2010-2020  
Appalachian Driving Experience 2017-2023  
Appalachian Overstock 2022- Current

## Education:

B.S. Mass Communication & Marketing-Middle Tennessee State University

<b>Certification s Awarded:</b>	- Nonprofit Management	- SEO Foundations
	- Web Development	- Digital Marketing Foundations
	- Event Planning	- Master Digital Marketing
	- Marketing your Nonprofit	- Event Planning Foundations
	- Social Media for Business	- Georgia Cycling Association Level 2 Coach