

BRITTANY LANGMEYER

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People-first marketer, communicator, & change maker

As a high-energy, creativity-fueled, and strategic marketing and communications expert, I am motivated by moving people to action. I take a thoughtful and analytical approach to my work, crafting inter-connected strategies that outline a clear, goal-driven path to success. I develop campaigns and action plans that generate real impact and heighten audience engagement.

+ EXPERIENCE

MARKETING DIRECTOR

Keller Postman LLC (formerly Keller Lenkner LLC) | Sept. 2020 - Present

Develop/execute marketing and communications plan for prospective client audiences and B2B audiences of co-counsel, referral firm partners, and judges/arbitrators; Manage ABM program for key co-counsel/referral accounts; Deliver monthly reporting toward goals

Managed rebrand to Keller Postman LLC, covering everything from collateral design, digital/online transition (social, website, directories, etc.), mission, vision, values refresh, stakeholder comms, and promotional launch

Strategize, design, and deploy email newsletter to B2B audience; **2021 RESULTS:** Built opt-in email list from 0 to 703 contacts; 44.7% avg. open rate, 7% avg. click-through rate, 14% avg. click-to-open rate, .65% avg. unsubscribe rate; Redesigned/optimized client email templates, resulting in a 23% open rate increase and 20% gain in deliverability

Managed public relations agency and worked to develop media campaigns, build media relationships, and achieve placements; **2021 - 2022 RESULTS:** First 12 months resulted in 7.8 avg. monthly placements, 6.5 avg. placements/month, 64.8% of opportunities resulted in coverage

Develop award strategy, conduct team interviews, and write all submissions; **2021 RESULTS:** Wrote a total of 12 award submissions and earned 8, including prestigious Law360 MVP, Elite Trial Lawyers, and Chambers & Partners firm ranking

Manage firm website; Regularly add SEO-optimized content and improve UX; **2021 - 2022 RESULTS:** Increased web traffic by 68%.

Manage firm digital presence across Google and online directories; Drive regular influx of client reviews. **2022 RESULTS:** 216 new 5-star Google reviews and 181 new 5-star Better Business Bureau reviews.

Manage social media channels; **2021 RESULTS:** LinkedIn: followers 2.06x↑ & engagement rate 2.7x↑; Twitter: followers 6.5x↑ & engagement rate 1.5x↑; Facebook: Launched channel and grew to 282 followers

Execute all content, storytelling, and graphic design, including leadership applications, firm resumes, presentations, social/web posts, attorney bios, case descriptions, case developments, win announcements, and more

Plan/execute firm events, speaking engagements, and webinars; Drive promotion and support onsite/online platform management; Execute reengagement strategy post-event/post-webinar

Manage internal communications, including executive/partner messaging, firm updates, employee spotlights, Weekly Wins, new hire announcements; Designed and regularly update onboarding presentation; Redesigned and manage firm intranet, the KP Hub

MARCOMM CONSULTANT

Freelance | March 2020 - Sept. 2020

Due to COVID, I was laid off from my role at the events agency, August Jackson. However, I remained resilient and hit the ground running to market myself as a freelancer and continue to grow my career.

For Hero Elementary (PBS KIDS' TV show), Lifeable Gummies, Design Styles, and Scharffen Berger Chocolate Makers, I developed and executed social media campaigns, handling strategy, content, graphic design, and analytics.

For Benedictine University, I developed and executed an internal and external communications plan to communicate the institution's changes and new processes as a result of COVID; Developed written, graphic, and multimedia content.

MARKETING MANAGER

August Jackson | Jan. 2018 - March 2020

Developed and executed marketing strategy, with specific plans for each target segment

Created and executed content strategy, including blog posts, social media, and case studies; Managed SEO strategy; **2020 RESULTS:** +8% increase in overall traffic, +22% organic traffic, +15% referral traffic, -9% bounce rate (to 46%), +10% average session duration (2:23 minutes), +145% blog visitors

Strategized and managed marketing automation campaigns: Designed landing pages, forms, ads, and emails within campaigns and optimized for conversion; Tested and measured

Managed website: Updated with fresh content and case studies; Managed design updates; Optimized content for search; Built referral links via online directories

Continued

MARKETING MANAGER

August Jackson | Jan. 2018 - March 2020

Managed internal communications and employer brand initiatives; Developed key messages, executive presentations, digital content, and internal storytelling; Provided strategic communications counsel; Managed SharePoint

Executed creative copywriting for a wide variety of communications, including social, email, blogs, and case studies

Executed design and wrote content for marketing materials, sales collateral, and pitch presentations to tell a visual story

Concepted, scripted, and directed production of videos, featuring our team, work, practice groups, and thought leadership

Managed public relations activities; Wrote and disseminated press releases; Pitched AJ thought leadership to blogs to build inbound links; Developed and led crisis communications as needed

Executed thoughtful weekly, monthly, and quarterly reporting to ensure we're on target for marketing goals

Managed external agencies, freelancers, and interns; Monitored workflow to ensure projects are completed efficiently, accurately, and within deadlines

EARLY CAREER ROLES

DIGITAL MARKETING SPECIALIST

FlexManage | Sept. 2014 - Dec. 2018

Planned, executed, and measured digital marketing campaigns (email, social media, content/SEO, digital advertising, etc.); Managed internal and corporate communications; Managed intranet; Wrote speeches and talking points for leadership; Worked to improve website by adding new or enriched service-specific content, search optimized blog posts, and other user-focused functionalities; Managed graphic design and copywriting for marketing collateral; Executed event planning and onsite management of trade shows, leadership meetings, and internal events

MARKETING & COMMUNICATIONS CONSULTANT

DK New Media | Feb. 2015 - Dec. 2017

Directed planning and execution of strategic marketing and communications projects for DK New Media clients, including content marketing, digital marketing, design, branding, and communications; Conducted in-depth target audience/market research projects; Planned, wrote, and/or designed client brand and thought leadership materials, including brand standards/guides, brand vision/messaging, blog posts, white papers, etc.

PUBLISHER & MARKETING COORDINATOR

StreetWise Magazine | Apr. 2011 - Sept. 2014

Designed entire weekly magazine layout in addition to all marketing collateral; Managed entire print and digital editorial calendar; Executed copywriting for magazine articles, grants, speeches, social media, web pages, emails/newsletters, etc.; Created/managed StreetWise brand standards and ensured company-wide adherence; Executed PR strategy; Wrote press releases, pitch letters, fact sheets, and created press packets; built media lists, tracked and compiled media coverage, maintained media relations



SKILLS

DESIGN: Adobe Photoshop, In-Design, Illustrator | **VIDEO:** Concepting, Scripting, Speaker Coaching, Editing (Adobe Premiere), Production | **PODCASTING:** Branding, Topic & Interview Planning, Technical Setup, Editing (Audacity) | **PHOTOGRAPHY:** Art direction & advanced editing | **BRANDING:** Development of positioning, Voice, Messaging, Brand Standards, Brand Strategy | **MARKETING AUTOMATION/CRM:** HubSpot, Salesforce, Agile CRM, MailChimp, Overloop | **SOCIAL:** HootSuite, Buffer | **GOOGLE:** Google Analytics, Google Ads | **WEBSITE MANAGEMENT:** External (Wordpress, Squarespace, Wix, Weebly), Advanced in conversion optimization | **INTERNAL:** SharePoint | **CODING:** Basic html & css editing | **SEO:** SEMRush, Moz, Ahrefs, Ubersuggest | **WRITING:** AP & Chicago



STRENGTHS

Fearlessly creative problem-solver and strategist, with a deep passion for writing and storytelling

Mind for numbers, from managing budgets to analyzing metrics

Thrilled by learning and strategically leveraging new tech

Relationship builder and focused listener, dedicated to my team and can always be counted on

Talented project manager, multi-tasker, and list-maker—obsessed with details and deadlines

Calm under pressure, dot-connector

Positive energy conduit



EDUCATION

LOYOLA UNIVERSITY CHICAGO

M.B.A. - Marketing

Dec. 2016 | 3.8/4.0 GPA

B.A. - Journalism & Theatre

May 2011 | 3.9/4.0 GPA



AFFILIATIONS

Public Relations Society of America
Legal Marketing Association