



## Michelle M. Friedman

### Director of Marketing

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Metro Milwaukee

Michelle joined DeWitt Ross & Stevens in January 2011 as the Director of Marketing. She is responsible for the marketing, communication and business development efforts of the firm. In addition to strategic business development efforts, she directs media relations, branding, advertising and website development. She manages and oversees sponsorships, events, charitable contributions, marketing training and more.

She has more than 16 years of experience in the legal marketing industry. Prior to joining the firm she was a Marketing Director at a mid-sized Wisconsin based firm, and was also a Client Relations Manager at an AMLAW 200 National firm.

In 2011, she led DeWitt in rebranding its logo and redesigning its website. The website was honored during the Legal Marketing Association's Midwest Chapter 2012 *Your Honor Awards* as the best law firm website in the Midwest. In 2008, she also led the branding efforts of a law firm with the creation of a new website, logo, advertising campaign and promotional incentives. The campaign was recognized by the Legal Marketing Association's Midwest Chapter as the best identity launch in the Midwest among law firms across five states. The campaign earned the firm two *Your Honor Awards* for excellence in its identity launch and promotional campaign.

Michelle is a proud veteran of the United States Army Military Intelligence Corps where she served four years on active duty as an Arabic Linguist, with an emphasis in Egyptian dialect. She worked at the American Embassy in Cairo during a summer internship and was also stationed in Georgia, Northern California, Texas and South Carolina during her enlistment.

She attended the American University in Cairo where she graduated *magna cum laude* with a B.A. in Mass Communications. Her academic focus was on Journalism and Middle Eastern Studies. She also received her linguistic certification from the Defense Language Institute Foreign Language

Center-Presidio of Monterey California, where she studied Modern Standard Arabic.

## Published Articles

- “Departing Your Law Firm.” *Wisconsin Law Journal*, March 2011
- “Choosing Sponsorships with Care.” *Wisconsin Law Journal*, November 2009
- “From Bay View to Mequon but not Forgotten.” *The BayViewer* 2008
- “Poor Communication Skills Can Ruin Your Reputation.” *Wisconsin Law Journal*, April 2007
- “Client Relationships Built on Communication and Responsiveness.” *Wisconsin Law Journal*, March 2006

## Education

- B.A., *magna cum laude*, American University in Cairo – Egypt
- A.A., Defense Language Institute Foreign Language Center

## Languages

- Modern Standard Arabic – Egyptian Dialect

## Affiliations

- Legal Marketing Association
- Veteran – United States Army Military Intelligence Corps

## Honors

- Dean’s List all terms at American University in Cairo
- National Defense Service Medal
- Army Good Conduct Medal
- Army Achievement Medal
- Army Commendation Medal
- Recipient of three *Your Honor Awards* – Legal Marketing Association
- Non-Commissioned Officer’s Professional Development Ribbon