



## Andrea Maciejewski

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Andrea Maciejewski lends her talents to Levenfeld Pearlstein:

- As the firm's Chief Marketing & Engagement Officer,
- where she directs the Marketing, Business Development, and Client Relationship teams
- and leads to help create a new kind of experience for their clients

In her career she has:

- Introduced unprecedented transparency to working with lawyers and firms, typically a secretive bunch
- Executed a client experience program that actually generates revenue; and
- Drove innovation in how professional service firms engage

This has been demonstrated through:

- Groundbreaking use of video;
- Unique recruiting approaches;
- Client feedback programs;
- Leveraging data to drive strategy; and
- Charitable partnerships that impact.

Her work has been praised by:

- **The ABA Journal** - [Gone Hollywood: Video's the Ticket for New Legal Business](#)
- **Inc. Magazine** - [Communicating Purpose to Your Tribe with Internal Media Hubs](#)
- **MarketingProfs** - [Three Things Marketers Can Learn From a Law Firm About Creating Awesome Content](#)
- **Above the Law** - [2015 Holiday Card Contest Finalist](#)
- **National Law Journal** - [Law Firms Doing Really Cool Marketing Things](#)
- **The Law Blog** - [Levenfeld Pearlstein Displays Videos in Lawyer Bios](#)
- **Legal Marketing Association** - [2016 Your Honors Award](#)

Professionally obsessed with:

- KPIs
- Communication planning

- Creating connections

Personally:

- Is married
- Three kids (ages 12, 8, 1)
- Lives in Glen Ellyn
- Reads a book a week

Common Andrea phrases include:

- "I have an idea."
- "I refuse to accept that."
- "I'd rather go first."
- "Thank you."

## **Education**

Dominican University, B.A., cum laude

## **Awards**