

Shanon Lazarus

Director of Marketing & Business
Development

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Shanon Lazarus is Bressler's Director of Marketing and Business Development. Shanon collaborates with firm leadership and individual attorneys to develop and implement best practices involving marketing, business development, client development, communications, and brand-building. She is also a licensed Attorney.

She is a creative, innovative, and relationship-focused professional. She brings her passion for marketing, collaboration, and technology to help Bressler increase its value to clients. In her role, Shanon spearheads a full range of marketing, communication, and business development initiatives to fulfill its strategic vision.

Focused on exceeding strategic firm goals and expanding the client experience, Bressler's Business Development and Marketing team proactively create a platform to showcase how Bressler continues to raise the bar and propel businesses forward. Under her leadership, this team focuses on marketing, media relations, digital marketing, advertising, branding, and client development strategies for individual attorneys, practice areas, and the firm overall.

To maximize her team's delivery of top-quality client service, Shanon uses a collaborative approach, personalizing relationship-development initiatives both internally and externally. To that end, Shanon works closely with the team to plan, coordinate, and direct business development and marketing activities, guiding attorneys in maintaining existing client relationships, providing insight into relationship expansion opportunities, and facilitating internal cross-marketing initiatives. She also oversees the creation and implementation of marketing and business development collateral, including digital materials and media/communications pieces, to fully integrate and align with its brand.

200 East Las Olas Boulevard
Suite 1500
Fort Lauderdale, FL 33301

AREAS OF PRACTICE

COVID-19 Task Force

EDUCATION

- University of Miami School of Law, J.D., 2011
- University of Florida Warrington College of Business, M.S.M.
- University of Central Florida, B.A.

ADMISSIONS

Florida

Before joining Bressler, Shanon was a Marketing and Business Development Manager for a large multi-practice law firm. Before entering legal marketing, she worked as a contract attorney in a Complex Civil Litigation firm. Her background includes experience in various areas of law, marketing, and licensing. This experience has helped her transition her traditional legal knowledge into legal marketing and business development.

Shanon earned her undergraduate degree in Legal Studies with a specialization in Criminal Law and Individual Liberties and a minor in Criminal Justice from the University of Central Florida in Orlando, Florida. She received a Master's of Science in Business Management (MSM) from the Warrington College of Business at the University of Florida in Gainesville, Florida. In 2011, Shanon obtained her law degree from the University of Miami School of Law. In law school, she worked as a judicial intern for the New York Supreme Court and as a Music Licensing Intern for a global music and entertainment company. She is licensed to practice law in Florida.

Awards & Accolades

- 2021 AVA Digital Gold Award Winner - Web-Based Production | Website | Legal
- 2020 American Web Design Award - The Best in Digital + UX Design
- 2020 Gold Award: Hermes Creative Awards - Electronic Media / Social Media / Interactive Media | Website Overall
- 2020 Gold Award: MUSE Creative Awards - Website, Law and Legal Services
- 2020 Award of Distinction: The Communicator Award Winner - Website, Law and Legal Services
- First Place: The Legal Marketing Association's Southeastern Chapter (LMASE) 2018 LMASE Your Honor Awards - Communications: Content Marketing
- First Place: The Legal Marketing Association's Southeastern Chapter (LMASE) 2018 LMASE Your Honor Awards -Technology Management: Website Design and Development
- First Place: The Legal Marketing Association's Southeastern Chapter (LMASE) 2018 LMASE Your Honor Awards - Marketing Management & Leadership: Internal Marketing
- Second Place: The Legal Marketing Association - International Conference - 2018 LMA Your Honor Awards Communications: Brand Enhancement
- First Place: The Legal Marketing Association's Southeastern Chapter (LMASE) 2017 LMASE Your Honor Awards - Events
- Honorable Mention: The Legal Marketing Association - International Conference - 2017 LMA Your Honor Awards - Technology Management: Social Media and Engagement
- First Place: The Legal Marketing Association's Southeastern Chapter (LMASE) 2016 LMASE Your Honor Awards - Practice Development
- First Place: The Legal Marketing Association's Southeastern Chapter (LMASE) 2016 LMASE Your Honor Awards - Community Relations
- First Place: The Legal Marketing Association's Southeastern Chapter (LMASE) 2016 LMASE Your Honor Awards - Events
- First Place: The Legal Marketing Association - International Conference - 2016 LMA Your Honor Awards - Community Relations

- Honorable Mention: The Legal Marketing Association – International Conference – 2016 LMA Your Honor Awards – Brand Identity
- First Place: The Legal Marketing Association’s Southeastern Chapter (LMASE) 2015 LMASE Your Honor Awards – Practice Development
- First Place: The Legal Marketing Association’s Southeastern Chapter (LMASE) 2015 LMASE Your Honor Awards – Identity
- First Place: The Legal Marketing Association’s Southeastern Chapter (LMASE) 2015 LMASE Your Honor Awards – Community Relations
- First Place: The Legal Marketing Association’s Southeastern Chapter (LMASE) 2014 LMASE Your Honor Awards – Practice Development.
- First Place: The Legal Marketing Association’s Southeastern Chapter (LMASE) 2014 LMASE Your Honor Awards – Total Website Refresh /Overhaul /Rebrand

Civic Involvement

- Member, Communications Committee, American Red Cross - Broward Chapter (2016-2018)

Professional Affiliations

- Member, Legal Marketing Association