



**AIMEE  
LASTRELLA**  
Marketing Specialist

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### Education

B.A., Journalism, California State University, Northridge

Attended San Diego State University

With an extensive marketing background, Aimee Lastrella serves as the Marketing Specialist for JLG, where she is instrumental in elevating brand awareness and inbound marketing efforts to support JLG’s strategic initiatives.

As a results-driven strategist, Ms. Lastrella is responsible for overseeing all marketing initiatives, including social media campaigns, digital marketing, email communications, website updates and new content. Her background in relationship development and cross-media marketing allows her to focus the firm’s content generation effectively to the ever-changing SEO trends and algorithms.

Ms. Lastrella has over 10 years of successful digital marketing and strategy development experience, with an emphasis around the legal industry and international B2B marketing. Prior to joining the JLG team, she led a marketing department for an international relocation firm, where her efforts focused on rebranding and redeveloping their corporate marketing strategies. She was also an integral part of Michelman & Robinson, LLP, a mid-size law firm based in Los Angeles, CA. While she was there, she was responsible for the development of the firm’s marketing approach, as well individual attorney business development strategies. During her tenure, she also created the framework and methodology for marketing efforts of the firm and its attorneys. Her effective training and program development elevated their marketing efforts which saturated numerous unique industries, associations, and organizations. Her ability to effectively market across multiple levels and platforms is a true asset for JLG and the growth of the firm.

### Thought Leadership

Legal Risk Management Tips



Considerations for 2020 and Focus on the SEC Exam Priorities  
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## **Industry Affiliations**

HubSpot Partner Certified

Google Analytics Certified

Google Adwords, Search Certified

Member, Legal Marketing Association