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Faculty Bios

Amanda Ellis is the Vice President of Search for Special Counsel. Amanda plans, designs and implements all direct hire training, development, integration and mentoring programs for all of Special Counsel. Prior to her current role, Amanda worked as an Attorney Search Director for Special Counsel. Additionally, Amanda has also established her own search firm where she placed direct hire attorneys in law firms and corporate legal departments.

Prior to entering the legal recruiting field, Amanda practiced in the area of commercial bankruptcy law in Massachusetts and Texas. Amanda received her Bachelor of Science degree in Business Administration, summa cum laude, from Centenary College of Louisiana. Amanda obtained her J.D. degree from The University of Texas School of Law.

Marina Sarmiento Feehan is an attorney and the founder of Positive Counsel, a consulting firm focusing on the legal profession. Marina uses her 15+ years as a practicing attorney to provide insightful, analytical, and strategic coaching for individual attorneys and law firms.

Prior to Positive Counsel, Marina worked as in-house counsel for Fair Isaac Corporation and as a legal career advisor at the University of San Francisco School of Law. She is a graduate of UCLA School of Law and the University of California Berkeley. Marina is active in local bar associations and is on the board of the Asian American Bar Association. Formerly President of the Filipino Bar Association of Northern California (FBANC), Marina now serves on FBANC's Advisory Board.
Moderator Bio

Mark Weber is a Board Member of the ABA’s Legal Career Central and has more than 20 years of experience counseling and advising students and attorneys about their careers. Before becoming the Assistant Dean for Career Services at Harvard Law School in 2000, he held that role at the University of Illinois College of Law, his alma mater.

Mark is an active member ofNALP, the National Association for Law Placement and has held numerous leadership positions within the organization including serving on the Board of Directors and the Long Range Strategic Planning Committee, and chairing the Nominating Committee.

In addition to his experience in higher education, Mark practiced law at a mid-sized firm in Chicago where he focused on tax, corporate and bankruptcy matters and worked in the tax department of a Big Four public accounting firm. Mark is also a CPA and received his B.S. in Accountancy from the University of Illinois.

Program Agenda

• Top Issues
• Tips on the Topic
• Participant Questions
• Agree/Disagree
• More Participant Questions
• Takeaways
• ABA Resources

Top Issues

• Importance of personal branding for lawyers
• How to develop a personal brand using social media
• How to use social media effectively and efficiently
Audience Questions?

Tips on the Topic

• Start small (but start!)
• Have a consistent message across all social media
• Make sure you have a robust LinkedIn profile
• Use social media to give (resources, knowledge, expertise) rather than take

Agree/Disagree

Social media presence requires a large investment of time.
Agree/Disagree

Lawyers should have a presence on all of the Big 3 social media sites.

Audience Questions?

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Takeaways

➢ Social media is not going away. Embrace it.
➢ Performance over presence - just being there isn’t enough.
➢ Don’t type anything you wouldn’t say.
➢ Set aside 10 minutes per day or 30 minutes per week to focus on social media.
Upcoming LCC Second-Friday Career Programs

Success on the Job: Practice Readiness & Beyond
Friday, January 8, 1 p.m. ET

Alternative Careers: Leveraging Your Options
Friday, February 12, 1 p.m. ET

Mindfulness: Elevate Your Awareness, Enhance Your Practice
Friday, March 11, 1 p.m. ET

Chair: Kathy Morris, Chicago and NYC
Board Members:
Casey Berman, San Francisco
Avery Blank, Philadelphia
Susan Fine, Washington, DC
Adam Fried, New York
Carol Kasarek, New York
Betsy Munnell, Boston
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Liz Stone, San Francisco
Mark Weber, Cambridge
Robert White, San Francisco
ABA Staff: Pamela McDevitt, Chicago
Bill Altorfer, Chicago

Watch for more offerings and innovations...coming soon