

# Jenni Benson

Marketing Director | Orange County

[jbenson@nossaman.com](mailto:jbenson@nossaman.com)

949.477.7615

18101 Von Karman Avenue, Suite 1800

Irvine, CA 92612



With 20 years of experience in the legal industry, Jenni Benson leads Nossaman’s Marketing Team and provides strategic direction and oversight of firm-wide and practice-specific marketing initiatives and events. The Marketing Team is responsible for brand management, as well as the development, implementation and execution of effective marketing and promotional strategies, including content marketing, advertising, marketing technology, social media, sponsorships, external marketing communications and client events.

During her 13 years with the Firm, Jenni has served in various roles, including business development and public relations. Prior to joining Nossaman, she was the Manager of Marketing Communications for a mid-size law firm in San Diego, CA and Marketing Manager for a mid-size law firm in Indianapolis, IN. Jenni is very active in the Legal Marketing Association (LMA) and served on LMA’s Southern California Local Group Steering Committee for two years.

## COMMUNITY & PROFESSIONAL

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Legal Marketing Association, Member

Legal Marketing Association, Secretary, Southern California Local Group Steering Committee, 2021

Legal Marketing Association, Director of Communications and Technology, Southern California Local Group Steering Committee, 2020

## EDUCATION

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Ball State University, B.A, 1998