



Jil A. Rinne

DIRECTOR OF MARKETING AND COMMUNICATIONS

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Jil's Biography

As the director of marketing and communications at Willenken, Jil Rinne combines her enthusiasm for branding and persuasive messaging with insight into the legal industry. She applies this unique blend of skills to crafting effective and compelling stories about the people behind the firm. Having spent the majority of her career in a law firm, she has developed a keen understanding of how lawyers think, work, and communicate.

Jil manages all aspects of Willenken's marketing and communication initiatives. A strategic and creative communicator, she works with the firm leadership to enhance the firm's industry visibility and fulfill business development efforts. She forms and executes the firm's marketing strategy around providing substantive and useful insights for clients, while also increasing Willenken's recognition as a top trial firm on a global level. By overseeing and handling the firm's involvement in speaking engagements and publications, events and sponsorships, and professional organizations, Jil provides her attorneys with the platforms they need to reach and best serve their clients.

In 2019, Jil led Willenken through a transformative and innovative rebrand and website redesign. As the project lead, she worked closely with the partners and an outside creative agency to develop the firm's vision and bring the new brand to life. She now assesses and maintains all internal and external communications to ensure brand consistency across the firm's email, website, and social media content.

Education

University of Southern California, M.A.,
2018

Northeastern University, B.S., *magna cum laude*, 2013

Jil began her career at two Am Law 100 firms in Boston before moving to Los Angeles to pursue her master's degree in Communication Management. Prior to graduating and joining Willenken, she held marketing and social media management positions at Princess Cruises and the University of Southern California. In her spare time, Jil can be found hiking and jogging around California, obsessing over musical theater, and satisfying her sweet tooth by baking seasonal desserts.

Professional Affiliations

- **Legal Marketing Association**, *Member*
- **National Association of Minority and Women Owned Law Firms**,
Marketing Best Practices Committee Member

Community Involvement

- **Los Angeles Public Library Adult Literacy Program**, *Walk-In Tutoring Volunteer*



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