

## **Mary Ellen Waller**

**818-224-7900**

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### **Bar Admissions**

California Bar Association

New York Bar Association

### **Education**

Benjamin N. Cardozo School of Law, New York, NY; Juris Doctor degree

Hofstra University, Hempstead, NY; Bachelor's degree in communications; emphasis in journalism

Nassau Community College, Garden City, NY; Associate degree in criminal justice

### **Continuing Education**

Ongoing attendance at numerous seminars to remain up to date on relevant subject matter expertise and technological development. Continuing education includes family law seminars, technology conferences, various marketing forums, and human resource seminars. (See educational attendance and certifications from more recent past years attached below).

### **General Counsel and Shareholder of Feinberg & Waller, APC**

Feinberg & Waller is a premier boutique firm in Southern California practicing exclusively in family law.

The Firm currently consists of nine attorneys and ten additional employees.

This position is current, (held for nearly 20 years), talents and experience encompass the areas outlined below:

### **Marketing Creation**

Developed comprehensive, proprietary evergreen law firm marketing plan that generates robust revenue lines. Effective communication and content market skills in online search, website development, search engine optimization, (SEO), and social media marketing. Experience with various online search engines and content optimizer tools. Familiar with semantic SEO strategies, core web vitals metrics, audit assessment reports, digital asset management, benchmark, and key point indicators. Additional background includes print campaigns, press releases, video production, supervising blog editor, link building campaigns, online legal directory ads, online reputation monitoring, review generation, presentation folders, television advertising, content placement, newsletters, and mass mailings. Maintain subject matter knowledge in areas of privacy, data protection laws, increased regulation, and consumer expectation. Leverage advanced analytics automation to manage budgets, and associated return on investment forecasting. Extensive business/legal network cultivation.

### **Human Resources Management**

Responsible for recruitment, hiring, retention, disciplinary oversight, time off scheduling, employee benefits program and salary compensation decisions. Research on comparable market salaries in the workforce. Execution of processes and procedures to effectively align teams. Implemented the law firm Employee Handbook, a comprehensive Law Office Procedure Handbook, firm security policy, work from home policy, and firm Crisis Safety Handbook. Educate employees in good business practices as well as ergonomic efficiency. Oversee workplace healthy COVID-19 response.

### **Litigation Direction**

Lead a monthly collaborative team case management review, strategy, and accountability meeting with firm attorneys to increase client satisfaction. Advance cross-hierarchical interconnectivity to ensure that work is undertaken in alignment with the Firm's overall mission, messaging, and design. Manage legal risk and hold each professional individual accountable to the collective goal of unified team values. Direct and approve firmwide continuing education. Review and analysis of attorney billable hours and law firm income. Study fee agreements and pricing structure.

### **Accounting Meetings and Accounts Receivable Management**

Monthly review meeting with accountant to track law office expenses. Periodic meetings with accountants regarding general firm financial items. Monthly conferences with law office partner, staff, and collections legal specialist to review firm receivables and make risk assessments.

### **Supervision of Outside Counsel**

Engage, and support outside Counsel for various Firm related special issues that arise within the law office.

### **Vendor Contract Administration**

Source and approve law office vendor transactions, including leasing of office space, office equipment, software technology, utilities, office supplies, court reporters, insurance policies; and payroll company. Direction of marketing vendor partners. Helmed the move to cloud-based case management system. Purchase and distribution of cell phones, computers, and voice-over-internet phones for employee remote use. Interact with information technology professionals regarding cyber security.

### **Repairs & Maintenance Control**

Address ongoing office maintenance and janitorial services. Furnish and equip all offices and assign all employee workspaces. Experience also includes overseeing two law firm relocations.

## **Public Policy Advocacy and Stewardship**

1. Lobbied the City of Calabasas and local developer on impacted land use management issues.
2. Lobbied Federal, State, and local agencies for the clean-up of the Santa Susanna Field Lab, a nuclear meltdown site, and government rocket engine testing. Along with other advocates, obtained a state-ordered clean-up of this toxic land.
3. Guest columnist for the California Daily Journal, the legal newspaper for California. Published on three crucial public policy issues, two recent columns received front-page publication. The topics were advocating for LGTBQ+ rights; (this advocacy commenced prior to the adoption of same-sex marriage in California and continues today through support of The Trevor Project); called on the California Courts to protect the judges, lawyers, and people they serve by adhering to COVID-19 safety compliance; lobbied for access to justice through continued use of remote technology in the California courts.
4. Produced a family law video library along with a referral data base of family law resources for low-income families.
5. In partnership with the Constitutional Rights Foundation, responsible for establishing a Los Angeles County mock trial mentorship/leadership award for marginalized high school students.

## **Previous Experience**

Courtroom experience as a litigation attorney in New York and California. Business experience in venture capital, debtor-creditor asset recovery, asset liquidation, and vendor-vendee transactional contracts.

## **Community Interests and Outside Office Pursuits**

Remodeled numerous commercial and residential real estate properties as an owner/contractor including the Calabasas offices of the Firm. Experience also includes a residential demolition.

Assist in the release of numerous original songs. Coordinate with publicity, marketing, A&R teams, and performance booking. Attendance at advanced level music conferences and seminars. Industry experience with trademarks; copyrights; and intellectual property protection. Engage with various industry professionals.

Long-term volunteer involvement in charitable and community organizations: National Charity League Inc., (past sustainer co-president); advisory board member, Pierce Community College; and Honorary Board member of the Los Angeles Trial Lawyers Charities. Continuing support of The Trevor Project, Three Rivers Historical Society and Museum, Ahmanson Theatre-Center Theatre Group, and Friends of the Theatre, and the ARTSReach program at the Lisa Smith Wengler Center for the Arts at Pepperdine.

## **Hobbies**

Hiking, road cycling, swimming, gardening, and horseback riding with the Cowboy Lawyer's Association.

## 2015 - 2022 MARY ELLEN WALLER CONTINUING EDUCATION ATTENDANCE

DATE	PROVIDER	CONTINUING EDUCATION	LOCATION
12/15/2022	National Business Institute (NBI)	<b>CERTIFICATE EARNED:</b> HUMAN LAW RESOURCE UPDATES 2022-2023 Highlights: New 2022-2023 Laws, Court Rulings, and Enforcement Trends; Review of Recent SCOTUS Decisions Impacting Employment Law and What to Expect in 2023; COVID-19's Continuing Impact on the Workplace; 2022-2023 FMLA and ADA Updates; Sexual Harassment in the Workplace - Best Practices and Current Developments; What's New With Whistleblower and Retaliation Claims; Ethics for Employment Law Attorneys	Webinar
10/22/2022	Los Angeles County Bar Association (LACBA)	44th Annual Child Custody Colloquium	Webinar
10/7/2022	Pincus Professional Education	17th Annual Superior Court Boot Camp: The Nuts and Bolts	Webinar
8/23/2022	Clio	Expanding Your Reach through Paid Advertising	Webinar
8/20/2022	American Academy of Matrimonial Lawyers (AAML)	Ethics	Paso Robles, CA
8/19/2022	American Academy of Matrimonial Lawyers (AAML)	Alcohol Abuse and Alcohol Monitoring in Custody Cases	Paso Robles, CA
8/19/2022	American Academy of Matrimonial Lawyers (AAML)	Alcohol Use Disorder: Alcohol Abuse in Legal Prof and Impact on Atty Competence	Paso Robles, CA
8/16/2022	Clio	Leveraging Emails to Engage Existing and New Clients	Webinar
7/21/2022	Clio	How to Stand Out on TikTok, Facebook, and Instagram	Webinar
7/19/2022	Clio	How to Stand Out on LinkedIn and Twitter	Webinar
6/28/2022	OneTrust	Data Governance, Privacy, Consent & Preferences	Webinar
6/28/2022	Search Engine Land: Search Marketing Expo & Conference Series (SMX)	Protect Your Paid Advertising Spend Against Ad Fraud and Invalid Traffic	Webinar
6/23/2022	The SEO Kitchen Show: Oncrawl	SEO & Data Science Webinar	Webinar
6/23/2022	The SEO Kitchen Show: Oncrawl	Content & Technical SEO Webinar	Webinar
6/22/2022	The SEO Kitchen Show: Oncrawl	Algorithm Updates Webinar	Webinar
6/22/2022	The SEO Kitchen Show: Oncrawl	SEO & Search Intent Webinar	Webinar
6/21/2022	The SEO Kitchen Show: Oncrawl	Enterprise & Strategy Webinar	Webinar
6/21/2022	The SEO Kitchen Show: Oncrawl	SEO automation webinar	Webinar
6/16/2022	Clio	Content Creation and SEO for Lawyers	Webinar

6/14/2022	Clio	How to Build a Marketing Plan and Measure ROI	Webinar
3/20/22 - 3/23/22	A&R Worldwide	MUSEXPO 2022 Highlights: Creative Summit; Building a “Clear Path” For Artist Development & Breaking New Talent; Publishing & Master Rights; Neighboring Rights & Performance Rights: The 360 Evolution of Music Rights; Licensing Your Content, Meet the Music Supervisors & Licensing Firms; Creative Summit Round Table meetings; Interactive Gaming, E-Sports & Video Games: Music Integration with Engaged & Intuitive Audiences	Burbank, CA
3/8/22 - 3/9/22	Search Engine Land: Search Marketing Expo & Conference Series (SMX)	SMX Webinar SEO-friendly content marketing training; Design effective editorial strategies that drive traffic and engage visitors	Webinar
3/2/22 - 3/4/22	American Bar Association (ABA)	ABA Tech Show 2022 Highlights: Evaluating Technology for Your Practice; Foundations of Change: Legal Design Thinking, Process Improvement, and Project Management; A Crystal Ball: Peering into the Future of Blockchain in Legal; Virtual Reality in Law Practice: Training, Trials, and Technology	Webinar
2/11/2022	California Family Law Report (CFLR)	Family Law Refresher Course	Webinar
2/2/2022	Mockingbird Marketing	Bedlam Marketing Conference Highlights: Introduction and 22 Advanced Law Firm Marketing Tactics; Business Intelligence and Intake Management Excellence	Webinar
11/11/2021	LawYaw	LawYaw Training	Webinar
10/26/21 - 10/29/21	Clio	Clio Cloud Conference Highlights: Inbound Marketing Fireside Chat with Rand Fishkin; The Wow Factor Trifecta: Brand, Marketing, & Driving Referrals; The People’s Law: Regulatory Reform is an A2J Imperative; From System to Software: Mapping Your Law Firm Tech Stack	Webinar
10/19/2021	OneTrust	Web, Mobile, CTV: Making Consent & Trust Your Competitive Advantage	Webinar
9/24/21 - 9/26/21	California Family Law Report (CFLR)	Basic Training: Family Law 2021 Providing current case law and statutory review, in-depth analysis of trends in family law, strategic planning, and best practice tips	Webinar

8/18/21 - 8/21/21	Thomson Reuters	The 28th Annual Marketing Partner Forum Highlights: Predicting Client Profitability through Data Analysis; Managing Global Marketing Teams; Recalibrating Strategic Direction in the COVID-19 Era; Managing Law Firm Relationship Partners; Law Firm Organizational Infrastructure & Collaborative Client Service	Laguna Niguel, CA
7/14/2021	Legal Technology Resource Center (LTRC) X Kenect	The New Changes to Google Reviews	Webinar
6/15/21 - 6/18/21	Search Engine Land: Search Marketing Expo & Conference Series (SMX)	SMX Advanced Tactics on SEO and PPC, SEO Web Architecture Strategy, Siloing	Webinar
4/28/2021	Beverly Hills Bar Association (BHBA)	Is My Workplace Safe? Returning to the Workplace Mindfully	Webinar
4/13/21 - 4/15/21	Search Engine Land: Search Marketing Expo & Conference Series (SMX)	<b>CERTIFICATE EARNED: CONTENT STRATEGY: SEO</b> - SMX Report Highlights: Create SEO and PPC; Google Data Studio; Google Analytics 4; Google Search Console; Bing Webmaster Tools; Workshop: Mastering Google Data Studio	Webinar
3/31/2021	CLIO	The Keys to Converting More Leads to Actual Clients	Webinar
3/24/2021	Clio	Best Practices and Tools for Automating Firm Intake	Webinar
3/17/2021	American Bar Association (ABA)	Women Rainmakers' Best Marketing Tips: The Courage to Make Rain	Webinar
3/9/2021	Clio	Virtual Client Intake Process	Webinar
3/8/21 - 3/12/21	American Bar Association (ABA)	ABA TECHSHOW 2021 Highlights: Data Privacy for Lawyers; Courageous Conversations: What Leadership on Racial Justice Looks Like in the Legal Community; Harnessing and Maximizing Technology and Data to Drive Diversity, Equity, and Inclusion in the Legal Profession; Behind the Veil of Cybercrime; Reconfiguring Offices and Best Practices for 2021 and Beyond: Reimagined Workplaces and Workspaces; Tech Ethics in Post-Covid World: Ethics of Paperless Office	Webinar
3/4/2021	Clio	How to Set up Firm Processes	Webinar
2/26/21 - 3/4/21	California Family Law Report (CFLR)	Family Law Refresher Course providing current case law and statutory review, in-depth analysis of trends in family law, strategic planning, and best practice tips	Webinar

2/23/21 - 2/25/21	Search Engine Land: Search Marketing Expo & Conference Series (SMX)	<b>CERTIFICATE EARNED</b> - Search Marketing Analytics: SEO Highlights: Unlock actionable tactics to measure search marketing success	Webinar
1/27/2021	Los Angeles Department of Public Health Safety	<b>CERTIFICATE EARNED</b> - COVID-19 Safety Compliance Certificate Program	Webinar
12/8/20 - 12/9/20; 12/15/20 - 12/16/20	Search Engine Land: Search Marketing Expo & Conference Series (SMX)	SMX Webinar with in house SEO training workshop	Webinar
11/6/2020	National Business Institute (NBI)	<b>CERTIFICATE EARNED</b> - CA Employment Law & HR Update 2021	Webinar
10/13/20 - 10/16/20	Clio	Clio Cloud Conference Highlights: Lawyer Forward: Filtering Ideas to Design Your Firm's New Normal; Through Difficulties to the Stars: Putting the Client Experience First; Inclusive Thinking: Neurodiversity for Lawyers; Ben Crump: Leading the Journey to Justice	Webinar
2/28/2020	California Family Law Report (CFLR)	2020 Family Law Refresher Course	Marina del Rey, CA
10/17/2019	California Lawyers Association	Music Modernization Act: A Roundtable Panel Held at the Grammy Museum	Los Angeles, CA
6/3/19 - 6/5/19	Search Engine Land: Search Marketing Expo & Conference Series (SMX)	<b>CERTIFICATE EARNED</b> - SMX Advanced Seattle Highlights: Earned Certification of Completion for continuing education sessions covering best practices for search engine optimization, digital advertising, and marketing analytics	Seattle, WA
3/24/19 - 3/29/19	A&R Worldwide	MUSEXPO 2019 Highlights: Behind the A&R Glass: Creating Hits for Global Artists; Global Entertainment Marketing Forum: Connecting with a New Generation of Millennial Consumers; The Creative & Business Evolution of Music Licensing, -TV, Film, Trailers & Beyond; Innovative ways to the Consumer Market; Creative Artist Development; Marketing & Monetization in Global Music Distribution; The Wonderful World of Disney: In Conversation with One Of The World's Most Influential Music & Entertainment Companies; Meet the Music Supervisors & Brands: "A Gateway to Creative & Synch Business"	Burbank, CA
3/22/2019 - 3/24/2019	Association of Certified Family Law Specialists (ACFLS)	27th Annual ACFLS Spring Seminar: Mastering the Intersection of Family Law and Other Areas of Practice	Rancho Mirage, CA

2/22/2019	California Family Law Report (CFLR)/The Rutter Group	Family Law Refresher Course providing current case law and statutory review, in-depth analysis of trends in family law, strategic planning, and best practice tips	Marina del Rey, CA
1/31/2019	State Bar of CA	Being an Ethical Lawyer	Self-Study online
1/23/2019 - 1/25/2019	Thomson Reuters	The 26 <sup>th</sup> Annual Law Firm Marketing Partner Forum Highlights: Altruistic Intent: New Business Opportunities Around Social Impact, Sustainability, & ESG Initiatives; The Young and the Restless: Coaching Professional Development Among Associates; Fallow Earth: Building the Next-Generation Law Firm Marketing Department; Guided Passage: The Evolving Law Firm Website & Digital Client Journey; Abundant Harvest: Managing Long-Term Merger Strategy and Growth; Steady Progress: Business Development & Client Retention with the Mansfield Rule	Laguna Niguel, CA
11/12/18 - 11/14/18	Billboard	Billboard Live Music Summit Highlights: Representation Matters: Agents at The Top of Their Game; Agency Forum; How the Evolving Role of Communications is Driving Change; Music and the Business of Social Change; Does The Touring Business Need an Inclusivity Rider?; Shattering the Stigma: It's Time to Talk About Mental Health; Building a Touring Career in the Digital Age	Beverly Hills, CA
9/20/2018	Continuing Education of the Bar (CEB)	Family Law: The Basics Conference 2018	Santa Barbara, CA
5/21/18 - 5/23/18	AVVO	Marketing: Lawyernomics 2018 Highlights: The Power of Voice Search and Digital Knowledge Management; How to Scale Your Practice Profitably Using Digital Marketing; The Age of Data Driven Law; Advanced Seo, 45 Ways to make Your law Firm More Client-Centric	Las Vegas, NV
5/5/2018	LACBA (Los Angeles County Bar Association)	Family Law Symposium	Los Angeles, CA
4/30/18-5/2/18	A&R Worldwide	MUSEXPO 2018 Highlights: Implementation, Engagement, and Monetization of the Talent Brand; Meet the Film Producers & Creatives; Global Publishing Forum: Songs, Lyrics, Copyrights & More; The Real Estate of the Worldwide Music Business; Artist Discovery, Development & Creativity	Hollywood, CA

12/4/2017	California Family Law Report (CFLR)/The Rutter Group/Thomson Reuters	Family Law Update 2018	Universal City, CA
4/30/17-5/3/17	A&R Worldwide	MUSEXPO 2017 Highlights: The future of A&R; A Global Music Experience; The State of the Sonic Union; Global Managers Future Cast; The Future Times of Music in India & Southeast Asia; Spotlight on India; The Digital Revolution; Meet the Film Producers & Creatives; Future casting the Evolution of the Entertainment, Media & Technology Industries	Hollywood, CA
9/15/2016	Continuing Education of the Bar (CEB)	Family Law: The Basics Conference 2016	Newport Beach, CA
9/10/2016	California Family Law Report (CFLR)/The Rutter Group/Thomson Reuters	2016 Family Law Expert Series: Understanding and Perfecting Marital Agreements	Costa Mesa, CA
4/17/16 - 4/20/16	A&R Worldwide	MUSEXPO 2016 Highlights: A&R expo; round-table sessions with various A&R executives; additional panels on The Digital Revolution: Streaming; Mobile, Experiential & New conversion Platforms; Maximizing Creativity & Monetization of Copyrights; Music in Motion: Video game, Movie Trailers & Films	Hollywood, CA
2/27/2016	California Family Law Report (CFLR)/The Rutter Group/Thomson Reuters	2016 Family Law Refresher Course	Marina Del Rey, CA
2/4/16 - 2/5/16	NST (National Seminars Training)	<b>CERTIFICATE EARNED</b> - Human Resources and the Law	Burbank, CA
10/17/2015	LACBA (Los Angeles County Bar Association)	Child Custody Colloquium	Los Angeles, CA
4/26/15 - 4/29/15	A&R Worldwide	MUSEXPO 2015 Highlights: included panels on The Future of Synchronization; The Future of Artist Development; Music Communication: Marketing within the Retail & Consumer Brand Platforms; The Global State of Independence; The Digital Summit: Music in Bytes; Mobile & New Conversion Platforms; Global Publishing Forum: The Reinvention of the Copyright Model	Hollywood, CA
3/23/2015	State Bar of CA - Family Law Section	Family Law Essentials	Los Angeles, CA