

**Mary Ellen Waller**

**[mewaller@feinbergwaller.com](mailto:mewaller@feinbergwaller.com)**

**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 seven (7) attorneys and nine additional employees.

This position is current, (held for more than 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 of these 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 production, recording, and 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.