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#### Education

Schulich School of Business, York University (2016) International BBA (Specialized in Marketing) (Honours)  
Good2bSocial (2020) Digital Marketing for Law Firms Certificate

#### Contact

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# Adhi Reza

#### ADHI REZA

is the Marketing Specialist at Lenczner Slaght.

Adhi plays a key role in the research, strategy, planning, tracking, and execution of the firm's wide variety of brand and marketing programs that raise the profile of the firm and its lawyers. This includes ownership of our media relations, digital marketing, communications, directory and rankings, advertising, sponsorships, events, branded deliverables, and new marketing programs.

By building strong relationships with each professional and solidifying her legal industry knowledge, Adhi combines strategy with expert execution to advance the firm's business and marketing objectives.

Prior to joining Lenczner Slaght, Adhi interned with a full-service international law firm in Toronto. She graduated from the Schulich School of Business with an honours degree in International Business and a specialization in Marketing, where she gained particular insight into Marketing Management, Brand & Media Strategy, Market Research, Social Media Marketing, Consumer Behaviour and Strategic Communications.

#### SELECT PUBLICATIONS AND PRESENTATIONS

- **Hope for the Best, Prepare for the Worst: What it Takes to Develop and Implement an Effective Social Media Policy at Your Law Firm** – Lindsey Bombardier and Adhi Reza spoke at the Legal Marketing Association webinar "*Hope for the Best, Prepare for the Worst: What it Takes to Develop and Implement an Effective Social Media Policy at Your Law Firm.*" Lindsey and Adhi discussed how to develop a policy, tips on implementation, and non-compliance measures.
- **Ready, Set, Launch: The Impact of Successful Digital Marketing (Part 2)** – Adhi Reza presented at the Legal Marketing Association's LMANext webinar on the topic *The Impact of Successful Digital Marketing (Part 2)*. She shared her insights on how to develop creative, engaging, and impactful digital marketing strategies for law firms.
- **Refresh, Like & Share: The Impact of Successful Digital Marketing** – Adhi Reza presented at Legal Marketing Association's LMANext Lunch & Learn on the topic *The Impact of Successful Digital Marketing*. She provided insights on creating, executing, and measuring the success of a firm's digital marketing strategy.

## PROFESSIONAL ACTIVITIES

- Legal Marketing Association, Canada Region  
LMANext Program Committee Member (2019-present), LMA Canada  
Marketing & Communications Committee Member (2020-present)