

Jennifer Ellis

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President, Jennifer Ellis, JD, LLC (October 2012 – present)

- Speak throughout Pennsylvania and nationally on legal ethics, technology, privacy, law practice management, and marketing.
- Serve as consultant and advisor to law firms and attorneys on variety of issues, including compliance with ethical rules and obligations, electronic discovery, practice management, legal software, and applications.
 - Preserve electronic evidence for discovery purposes. Brief legal issues on electronic discovery.
- Advise businesses, including law firms, on dealing with harmful online content.
- Provide marketing consulting to law firms.
 - Develop and/or modify websites.
 - Write website and social media content. Implement SEO to improve website effectiveness.
 - Manage Google AdWord, Facebook, and other online ad campaigns.

Ethics Attorney, Lowenthal & Abrams, PC (October 2012 – September 2017)

- Represented attorney clients in need of ethics defense.
- Provided written and verbal guidance to attorneys requiring legal ethics advice and information.
- Chaired firm's legal ethics committee.
- Researched and wrote on novel legal issues to assist other attorneys in firm with their cases.
- Advised and assisted firm's lawyers with electronic discovery.
- Assisted on cases in areas including online defamation, medical malpractice, tortious interference, and wrongful death.

Online Presence Manager, Lowenthal & Abrams, PC (October 2012 – September 2017)

- Managed online presence for firm in a competitive legal market.
- Responsible for maintaining and improving firm's SEO.
- Wrote online content, including blog posts, detailed articles, and quizzes.
- Managed Google Adwords, Facebook, and other online advertising campaigns.
- Utilized various analytics tools to track success of marketing.
- Acted as firm's Chief Technology Officer.
 - Oversaw 15 lawyer firm's technology.
 - Managed internal and external staff.
 - Assisted with firm's digital security.
 - Responsible for educating firm on HIPAA and other privacy laws.
 - Directed implementation of technology safeguards for law firm data.

Vice President, Freedman Consulting, Inc. (April 2011 – October 2012)

- Audited law firms for efficiency. Advised on improvements through technology.
- Created and managed websites. Wrote website content. Ran online marketing campaigns.
- Obtained Pennsylvania CLE Certification. Created online CLE store.

Associate Director of Media Technologies, Pennsylvania Bar Institute (January 1999 – April 2011)

- Created and presented continuing legal education seminars on numerous areas. Focused on Internet law, technology law, and law practice management.
- Managed attorney-volunteer speakers and authors.
- Developed new and cost-effective methods of CLE delivery.
- Created and implemented marketing campaigns for seminars.
- Engaged in public relations through social media campaigns for both PBI and specific seminars.
- Managed staff and outside consultants.
- Lectured on issues including Internet law, social media, law practice management, and legal research.

Adjunct Professor, Widener University Commonwealth Law School (August 2002 – May 2003)

- Taught two semesters of Legal Methods.
- Instructed first year law students on legal analysis, research, writing, and advocacy.

EDUCATION

Widener University Delaware Law School, Wilmington, Delaware, JD May 1998, cum laude

- Rank: Top 11%
- Law Review: Widener University Law Symposium Journal
- Moot Court: Executive Board 1997-1998; Member 1996-1998
- Honors: Academic Support Fellow; Dean's List; Faculty Award; Phi Kappa Phi Honor Society; Outstanding Service Award; Order of the Barrister
- Clinic: Domestic Violence Outreach Program

Dickinson College, Carlisle, Pennsylvania, BA May 1994

BAR ADMISSION

Pennsylvania

VOLUNTEER EXPERIENCE

Mentor and Legal Advisor, Common Roads (2001 – 2004)

- Spoke about LGBT students' rights to leadership at Pennsylvania schools. Helped create response to Westboro Baptist Church protests of churches in the Harrisburg, Pennsylvania area.

General Counsel, Statewide Pennsylvania Rights Coalition (SPARC) (2000 – 2003)

Volunteer, ACLU of Delaware (1997 – 1998)

BAR MEMBERSHIPS

American Bar Association

- Law Practice Division– Past Council, Current Member
 - Publications Committee – Past Member
 - Diversity Committee – Past Vice-Chair
 - Marketing & Development Committee – Past Co-Chair
- Center for Professional Responsibility – Past Member

Pennsylvania Bar Association

- Gay and Lesbian Rights Committee – Past Secretary, Current Member
- Solo and Small Firm Practice Section – Chair-Elect, Past Vice-Chair, Past Secretary
- Women in the Profession Committee – Past Executive Committee, Current Member
- Legal Ethics & Professional Responsibility Committee – Member

Pennsylvania Bar Foundation

- Marketing Committee – Past Chair

Philadelphia Bar Association

Montgomery Bar Association

- Diversity Committee
- CLE Committee

BOOKS

WordPress in One Hour for Lawyers, American Bar Association (2014).

Social Media, ABA Solo and Small Firm Practice Technology Guide, American Bar Association (2013 – 2017).

LECTURES AND MATERIALS

- Sorting Through Legal Issues in Cyberspace: Online Resources*, Bloomsburg University (2002).
- Attorney Internet Use: Ethics, Social Media, and Web-Based Research*, Pennsylvania Bar Institute (2003).
- New Product Launch Strategies in Continuing Legal Education*, Annual Meeting, ACLEA (2005).
- Hands-On Training – Online Research*, Pennsylvania Bar Institute (2005-2008).
- Attorney Email Etiquette & Ethics*, Pennsylvania Bar Institute (2009).
- Attorney Internet Use: Ethics, Social Media and Web Based Research*, Pennsylvania Bar Institute (2010).
- How Attorneys Can Ethically Build and Use a Website to Keep Old Clients and Create New Ones*, Pennsylvania Bar Institute (2010).
- Advertising and Communication in the Age of Web 2.0 – Ethical Use of Facebook, Blogs, Websites, and Email*, Pennsylvania Bar Institute (2011).
- Advising Clients in the Age of Facebook*, General Practitioners' Update, Pennsylvania Bar Institute (2011).
- Bridge the Gap*, Pennsylvania Bar Institute (2009, 2011).
- Buying or Selling a Law Firm in Pennsylvania*, Pennsylvania Bar Institute (2011).
- I am Begging You Please Don't Look Like an Idiot on the Web: Social Media for Lawyers*, Employment Law Institute, Pennsylvania Bar Institute (2011).
- Legal Issues in Advertising*, Pennsylvania Bar Institute (2011).
- Legal Issues with Social Networking Sites, Facebook, Twitter & Blogging...Oh MySpace*, Pennsylvania Bar Institute (2011).
- Smartphone Applications to Keep your Practice Efficient, Your Life Organized, and Your Brain Engaged*, Dauphin County Bar Association (2011).
- Social Media: An Overview for Attorneys*, 4th Annual Law Practice Management and Development Institute, Pennsylvania Bar Association (2011).
- Social Media: An Overview*, Pike County Bar Association (2011).
- Social Media Examined: Possibilities, Ethical Considerations & Privacy Concerns*, Dauphin County Bar Association (2011).
- Social Media for Lawyers*, Luzerne County Bar Association (2011).
- Social Media in Divorce Cases*, Pennsylvania Bar Institute (2011).
- Social Media Use: What You Should and Should Not Do Online*, NALS (2011).
- Social Networking for Lawyers*, Pennsylvania Bar Institute (2011).
- Surviving Catastrophe: Recovering Professionally and Healing Personally*, Pennsylvania Bar Institute (2011).
- Technology Tips for Attorneys*, Pennsylvania Legal Aid Network (2011).
- Viruses Spyware and Scripts, Oh My: The Importance of Protecting Your Computer*, Pennsylvania Bar Institute (2011).
- 60+ Sites and Apps in 90 Minutes*, CLE Legal Summit, Corporate College (2012).

Advising Clients in the Age of Facebook, General Practitioners' Update, Pennsylvania Bar Institute (2012).

Avoid A Viral Nightmare: Ethically Managing Your Presence on The Web, West Legal Ed Center (2012).

Effectively Using Social Media to Grow Your Practice, ALI CLE (2012).

iPhone, Blackberry and Android, TechShow, American Bar Association (2012).

Social Media for Employers, Pennsylvania Society for Association Excellence (2012).

Social Media for Lawyers, Montgomery Bar Association (2012).

Social Media for Lawyers: Ethics, Advertising & Discovery, Pennsylvania Bar Institute (2012).

Social Media Marketing for Lawyers, Berks County Bar Association (2012).

Social Networking in your Elder Law Practice: Risks & Opportunities, Elder Law Institute, Pennsylvania Bar Institute (2012).

Social Networking: Risks & Opportunities, 13th Annual Estate and Elder Law Symposium, Pennsylvania Bar Institute (2012).

Twitter for Lawyers: Getting the Most out of 140 Characters, ALI CLE (2012).

Value-Added Billing, TechShow, American Bar Association (2012).

GLBT Legal Representation: A Broad Overview, Solo and Small Firm Conference, Pennsylvania Bar Association (2013).

Lawyer Blogs; Useful Tool? Ethical Minefield? Both?, ALI-ABA (2013).

Law Practice Management, General Practitioners' Update, Pennsylvania Bar Institute (2013).

Social Media and Ethics, Immigration Law for the General Practitioner, Pennsylvania Bar Institute (2013).

Social Media: Not Just for Marketing, Solo and Small Firm Conference, Pennsylvania Bar Association (2013).

Social Networking in Your Estate or Elder Law Practice: Risks & Opportunities, 14th Annual Estate & Elder Law Symposium, Pennsylvania Bar Institute (2013).

The Online Presence of Law Firms: Risks & Opportunities, Access MCLE (2013).

Being Tech Savvy is Now the Rule, Pennsylvania Bar Institute (2013, 2014).

Cloud Computing, Pennsylvania Bar Institute (2014).

Ethical Online Advertising and Marketing Practices, Pennsylvania Bar Institute (2014).

Ethics and Technology, Technology Law Institute, Pennsylvania Bar Institute (2014).

Ethics and WordPress for Lawyers: Building a Website for your Law Firm, North Carolina Bar Association (2014).

Ethics for Lawyers: Using Facebook, Twitter & LinkedIn for Legal Marketing, TASA Group (2014).

Ethics of Social Media Marketing, TechShow, American Bar Association (2014).

How Technology Can Get You into Trouble, CLE Down the Shore, Pennsylvania Bar Institute (2014).

Life Work Balance, Women in the Profession Annual Meeting, Pennsylvania Bar Association (2014).

Marketing and Ethics, Immigration Law Forum, Pennsylvania Bar Institute (2014).

Online Advertising and Ethics, Pennsylvania Workers' Compensation Practice & Procedure, Pennsylvania Bar Institute (2014).

Practice Management in the Digital Era: Ethical Concerns, American Immigration Lawyers Association, Philadelphia (2014).

Representing the Lesbian, Gay, Bisexual and Transgender Client in Pennsylvania, Pennsylvania Bar Institute (2014).

Sell Yourself Ethically: A Step-By-Step Guide to Law Firm Creation, Pennsylvania Bar Institute (2014).

The Legal and Ethical Implications of Social Media, TASA Group (2014).

Using Facebook, Twitter, and LinkedIn for Legal Marketing, Constitution Law Center (2014).

WordPress for Lawyers in One Hour, TechShow, American Bar Association (2014).

8 Things You Can Do to Get Yourself in Trouble With Technology, LexisNexis University (2015).

Bad Review, Bad Response, Bad Idea, American Bar Association Law Practice Division (2015).

Getting Found Online Ethically, Websites & SEO – What You Need to Know, Solo and Small Firm Conference, Pennsylvania Bar Association (2015).

How Social Media Can Destroy Your Case, Solo and Small Firm Conference, Pennsylvania Bar Association (2015).

Into the Deep: Social Media Policies and Procedures in the Firm Setting, 41st Annual National Conference on Professional Responsibility, American Bar Association (2015).

Law Practice Management & Software for GPs, General Practitioners' Update, Pennsylvania Bar Institute (2015).

Legal Ethics and Social Media: Advertising, Communications, and Other Traps, ALI CLE (2015).

LinkedIn Reboot: Using the Tool to Help Clients & Build Your Practice, ALI CLE (2015).

Marketing Your Firm, Widener University Delaware Law School (2015).

Online Marketing and Cloud Computing Solutions (Including Ethics), Pennsylvania Elder Law Association (2015).

SEO Today: Now What Does Google Want?, MyCase (2015).

Social Media and the Law, Internet Update, Pennsylvania Bar Institute (2009-2011, 2013-2015).

The Savvy Solo and Small Firm: Lunchtime Learning Series – Looking to Get Noticed?, Pennsylvania Bar Institute (2015).

Technology for Your Law Firm, Widener University Commonwealth School of Law (2015).

The Jail Cell That Comes with Illegal Recordings: Pennsylvania Wiretap Act, Pennsylvania Bar Institute (2015).

Technology for Small Law Firms, Academy for Private Practice, Above the Law (2015).

A Lawyers Guide to Effective and Ethical Internet Marketing, New Jersey Institute for Continuing Legal Education (2016).

E-Discovery and Website Evidence, Solo and Small Firm Conference, Pennsylvania Bar Institute (2016).

Effectively Working with Expert Witnesses in Litigation, Solo and Small Firm Conference, Pennsylvania Bar Association (2016).

Evidentiary and Ethical Issues in Social Media Discovery, American Bar Association Law Practice Division (2016).

Finding, Preserving, and Presenting Social Media Evidence, North Hampton County Bar Association (2016).

Into the Deep: Social Media Policies and Procedures in the Firm Setting, American Bar Association (2016).

Keeping Your Cool: Ethical Guidance for Responding to Online Reviews of Your Law Practice, ALI CLE (2016).

Social Media and Ethics for Attorneys Employed by Media Organizations, 23rd Annual Media Lawyers Conference, Pennsylvania News Media Association (2016).

Social Media for Lawyers Ethics, Advertising, and Discovery, Marino Institute for Continuing Legal Education (2016).

Social Media is Key to Effective Discovery, TechShow, American Bar Association (2016).

Truth and Lies of the Internet for Lawyers, TechShow, American Bar Association (2016).

Web-Based Content and Litigation, Social Media Information, LLC (2016).

Bad Review, Bad Response, Bad Idea, Internet for Lawyers (2016, 2017).

Cloud Computing, Start Strong: Skills of the Successful Lawyer, Pennsylvania Bar Institute (2016, 2017).

Cybersecurity, Solo and Small Firm Conference, Pennsylvania Bar Association (2017).

Hot Tech Tips, Solo and Small Firm Conference, Pennsylvania Bar Association (2017).

Internet Legal Research, Pennsylvania Bar Institute (2011, 2013, 2015, 2017).

Keeping Your Electronic Data Secure, NALS – Philadelphia (2017).

Keep Your Client's Data Safe or Pay the Price – HIPAA and Your Law Firm, 23rd Annual Health Law Institute, Pennsylvania Bar Institute (2017).

Keep Your Clients' Data Safe or Pay the Price, Real Estate Institute, Pennsylvania Bar Institute (2017).

Rise Above the Noise: Help Clients Find You Online – An Ethical Approach, Pennsylvania Bar Association Solo and Small Firm Section (2017).

Social Media ESI for Litigators – Discovery and Evidence Tips, American Bar Association (2016, 2017).

Virtual Practice – 21st Century Law, Solo and Small Firm Conference, Pennsylvania Bar Association (2017).

Being a Road Warrior Attorney: Staying Organized and in Touch While Out of the Office, Elder Law Institute, Pennsylvania Bar Institute (2018).

Business Succession Planning for Elder Law Practices, Elder Law Institute, Pennsylvania Bar Institute (2018).

Ethical Considerations When Interacting with Clients Through Your Website, American Immigration Lawyers Association (2018).

Hot Tech Tips, Solo and Small Firm Conference, Pennsylvania Bar Association (2018).

Keep Your Clients' Data Safe or Pay the Price, Access MCLE (2018).

Set Your Practice on Auto Pilot, Solo and Small Firm Conference, Pennsylvania Bar Association (2018).

The Ethics of eCommunications, LexisNexis University (2018).

Road Warrior Attorney: Practicing While Out of the Office, Pennsylvania Bar Association Solo and Small Firm Section (2018).

Emojis, Likes & Chats Oh My: Modern Communication & Litigation, Pennsylvania Bar Association Solo and Small Firm Section Conference. (2019).

Private Process Servers and Private Detectives in Pennsylvania, Pennsylvania Bar Association Solo and Small Firm Section Conference. (2019).

Staying Secure Electronically, CLEWebinars (2019).