



OVERVIEW

Liliana Lyon is the Strategic Initiatives Manager for Kelley Kronenberg. Liliana works directly with the Chief Business Development Officer, where she manages and provides strategic oversight for the planning and execution of key business development initiatives for the firm.

Liliana assists in the creation of the firm's overall business development sales strategy, vision, and goals. In her role, Liliana conceptualizes, develops and designs a wide range of strategic, client-facing collateral pieces such as proposals, advertising assets, pitch decks, and presentations to represent the firm's services, playing a pivotal role in generating new business and expanding relationships with existing clients. Additionally, she assists in the development and rollout of client-focused initiatives such as the Key Client Program, Client Management, Feedback Teams, and Consultative Sales Strategies geared toward organic growth.

Liliana also develops and executes communications strategies for key projects and initiatives, working alongside attorneys, partners and senior executives to ensure organizational initiatives and projects are successfully communicated to all stakeholders.

Prior to joining the firm, Liliana was the Marketing and Brand Manager at U-GLOVE, Inc., where she was responsible for developing and executing brand awareness initiatives and digital marketing strategies while working with key clients to plan and execute outdoor advertising campaigns.

Liliana holds a Bachelor of Arts degree in Advertising from Barry University, where she graduated with honors and is a member of the Alpha Chi National Honor Society.

CONTACT INFORMATION

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MEDIA

- Kelley Kronenberg Adds Liliana Lyon to Expanding Marketing Department, *Bulldog Reporter*, June 7, 2018
- Kelley Kronenberg Adds Liliana Lyon to Expanding Marketing Department, *Attorney at Law Magazine*, June 5, 2018
- Kelley Kronenberg Adds Liliana Lyon to Expanding Marketing Department, *CityBizList South Florida*, June 5, 2018
- Kelley Kronenberg Adds Liliana Lyon to Expanding Marketing Department, *Sun-Sentinel*, June 5, 2018

AWARDS

- First Place: The Legal Marketing Association's Southeastern Chapter (LMASE) 2018 LMASE Your Honor Awards – *Communications: Content Marketing*
- First Place: The Legal Marketing Association's Southeastern Chapter (LMASE)

2018 LMASE Your Honor Awards – *Technology Management: Website Design and Development*

- First Place: The Legal Marketing Association's Southeastern Chapter (LMASE)
2018 LMASE Your Honor Awards – *Marketing Management & Leadership: Internal Marketing*