



Sheenika S. Gandhi

Director of Marketing

sgandhi@ggfirm.com

Ph. 310-785-6864

Sheenika S. Gandhi leads the development, oversight and implementation of the firm's strategic marketing and business development objectives.

She is a strong project manager, creative thinker, and a trusted adviser for the firm's attorneys and management. Her recent notable projects include: an integrated thought leadership strategy, a business development coaching program, and centralized budget and operational processes.

Sheenika is an active volunteer with the Legal Marketing Association, the leading association for legal marketing. She currently serves as the Chair of the Southern California Local Steering Committee. She has also assisted the National Human Resources Association – Orange County Chapter with their marketing and communication strategies.

Committed to helping cultural non-profit organizations grow in their membership and marketing, she has volunteered as a former Co-Chair for both the Young Jains of America and Young Jain Professionals. She currently serves on the Executive Committee for the Gujarati Society of Southern California as the Marketing/Communications lead. She enjoys yoga, exploring vegan restaurants and traveling.

Professional Affiliations

- Legal Marketing Association
- Orange County Bar Association

Charitable & Civic Involvement

- Chair, Legal Marketing Association – Southern California Local Steering Committee (2019)
- Marketing & Communications Chair, Gujarati Society of Southern California (2017 – Present)
- Communications Committee Volunteer, National Human Resources Association (2018 – Present)
- Former Advisory Board Member and Co-Chair, Young Jain Professionals
- Former Co-Chair and Publications Director, Young Jains of America

Bar Admissions

- California

Education

- California Western School of Law (J.D., 2011)
- University of San Diego (BBA, 2008)
 - Business Administration
- University of San Diego (B.A., 2008)
 - International Relations

Publications

- California Minority Counsel Program (CMCP) Annual Business Conference 2018 – Recap of Recaps, *Diversity Matters in the Legal Profession* Newsletter (Jan./Feb. 2019)
- Pro Bono Projects in Law Firms: A Noble Business Development Strategy, *JD Supra Perspectives* (Jul. 2018) (among top 10 authors in *JD Supra's "Year in Law Firm Marketing Perspectives – Popular Reads in 2018"*)
- Twenty-First Century Marketing: Ethical Pitfalls and Practical Pointers for Attorneys Promoting Themselves on Social Media, *Nevada Lawyer*, Vol. 26, Issue No. 6 (Jun. 2018)
- Top 10 Tips to Getting the Most Out of Your Events and Sponsorships, *LMA West Region Newsletter* (Jan. 2018)
- 5 Lessons Learned from the LSSO RainDance Conference - Strategies to Grow Your Business, *LinkedIn* (Jun. 2016)
- How Top Law Firms Rank in their Use of Social Technology, *Legal Marketing Association Strategies+* (Jun. 2015)
- Lawyers: Remove "Specialties" from Your LinkedIn Profile...Now., *LinkedIn* (Jun. 2014)
- Which Business Development Activity Is Best For You?, *JD Supra Perspectives* (Mar. 2014)
- The power of SlideShare: 6 features to enhance your legal marketing, *Jaffe PR Guest Blog Post* (Feb. 2013)

Speaking Engagement

- Startup Legal Marketing: Tools and Lessons Learned in Running a Marketing and BD Department, *Legal Marketing Association Annual Conference, Atlanta, GA* (Apr. 2019)

- 21st Century Marketing - Practical Ammunition and Ethical Landmines, State Bar of Nevada Family Law Annual Symposium, Las Vegas, NV (Dec. 2018); and Payne & Fears Internal CLE Training, Irvine, CA (Aug. 2017)
- Key Performance Indicators for Law Firms, Legal Marketing Association Continuing Marketing Education Conference, Los Angeles, CA (Sept. 2018)
- Diversity and Inclusion in the Workplace, Young Jains of America Convention, Chicago IL (Jul. 2018)
- LMA Annual Conference Recap, Legal Marketing Association - Southern California Chapter, Irvine, CA (Apr. 2018)
- Need A Marketing Plan? Payne & Fears Internal CLE Training, Irvine, CA (Mar. 2017)
- Social Media for Legal Marketers, BeaconLive Webinar Series (Sept. 2015)
- LinkedIn for Business Development, Bruins Professionals Orange County Chapter, Irvine, CA (Jun. 2015)
- Maximizing Your LinkedIn Profile, Knobbe Martens Training for 150+ attorneys, Irvine, CA (Aug. 2014)
- LinkedIn Best Practices: Privacy and Settings, Knobbe Martens Training for 150+ attorneys, Irvine, CA (Jun. 2014)
- Low-cost and time efficient online applications for tracking web statistics, Legal Marketing Association Technology Conference West, San Francisco, CA (Oct. 2013)

Interviews

- Interview with Susan Freeman (Freeman Means Business) for Wonder Woman Podcast (Mar. 2019)
- Interview with Sharon Berman (Berbay Marketing & PR) for Law Firm Marketing Catalyst Podcast, Episode 20: The Steady Approach to Firm-Wide Changes (Nov. 2018)
- Interview with David Ackert (Ackert Advisory) for The Market Leaders Podcast, Episode 9: Introducing New Technology to a Law Firm (Jun. 2017)