



Shana A. Gillis

Director of Marketing

sgillis@rc.com

New York — 212.451.2933

Shana A. Gillis leads our firm's marketing efforts, playing a pivotal role in shaping and executing on the firm's marketing strategy, driving brand visibility and supporting business development efforts. She leads and executes programs that build the firm's brand, enhance its market position, and drive client engagement.

Shana oversees internal and external communications, website and social media activity, high-impact marketing collateral, events and charitable sponsorships, and brand and design. She works closely with the firm's leadership in setting strategic objectives for the firm's overall marketing strategy

With 15 years of experience in legal marketing, Shana has a proven record of developing and implementing go-to-market plans that position attorneys, practices, and law firms for success. She manages brand strategy, oversees the creation of high-impact marketing collateral, and leads social media initiatives that strengthen recognition in key markets. Shana also helps plan and execute successful events, drafts compelling press releases, and curates content for thought leadership to elevate the firm's profile.

Prior to her tenure in legal marketing, Shana spent five years working in sports marketing in Division I college and professional sports.

Education

- University of Southern California, Gould School of Law (Juris Doctor)
- University of Southern California, Marshall School of Business (Masters)
 - M.B.A.
- Cornell University (Bachelors)
 - B.S., Business Management and Marketing

Leadership + Memberships

Legal Marketing Association

Strategies & Voices, Editorial Committee, Technology Management Editor and Communications Liaison