

Melissa Clements

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Introduction

As Cairncross & Hempelmann's Director of Business Development & Marketing, Melissa plays a key role in driving the firm's growth and enhancing its market presence. With a strong focus on strategic planning and execution, Melissa partners closely with the firm's leadership, practice groups, and individual attorneys to create and implement comprehensive business development initiatives that align with the firm's long-term goals. In addition to spearheading client relationship-building efforts, she works to foster collaborative, sustainable partnerships that deliver tangible results for both the firm and its clients. Melissa oversees all external marketing and communications efforts, ensuring the firm's messaging and brand consistently reflect its values, expertise, and commitment to client success.

With more than 15 years of experience in business development and marketing within the legal sector, Melissa brings a wealth of knowledge and a passion for creating innovative, authentic initiatives. Known for her strategic mindset, creativity, and commitment to excellence, Melissa has developed a reputation for delivering measurable outcomes and helping law firms achieve lasting success in an ever-evolving market.

Education

- Seattle University (B.A., *cum laude*, Communications)

Professional & Community Involvement

- Legal Marketing Association
- American Marketing Association
- Downtown Seattle Association
- Mackrell International
- Seattle Metropolitan Chamber of Commerce
- CH& Diversity Team
- Holy Names Academy Alumni Association