

Jacob Eidinge

Jacob Eidinge is a Marketing and Communications Manager at Wigdor LLP. Mr. Eidinge oversees the Marketing Department and collaborates with the Firm's Partners, Associates and Paralegals on strategic marketing and communications-based initiatives. He has extensive experience developing and implementing digital content strategies and helping attorneys position themselves as subject matter experts in the field of labor and employment litigation.

Work Experience

Mr. Eidinge is a Marketing and Communications Manager at Wigdor LLP. He assists the Firm's Partners, Associates and Paralegals with preparing and managing materials for marketing purposes including, but not limited to, social media strategy, web development, press releases, thought leadership articles, attorney speaking engagements, award submissions, pro bono initiatives and market research.

Prior to joining Wigdor LLP, Mr. Eidinge was a marketing manager at an education industry startup. His areas of expertise include branding, team leadership, digital advertising, media relations, social media strategy, email marketing, lead generation, customer relationship management, web development and search engine optimization, event planning, editing, copywriting and content creation.

Mr. Eidinge is an enthusiastic volunteer leader of the Legal Marketing Association (LMA). He currently serves as the Member Engagement Chair on the LMA New York Local Steering Committee, where he develops initiatives aimed at attracting and retaining new members. He also served a two-year term on the *Strategies Magazine* Editorial Board, where he helped deliver industry-leading educational content to the legal marketing community. In addition, Mr. Eidinge has served on the LMA Content Center Task Force and the LMA Northeast Regional Conference Committee.

Publications and Speaking Engagements

Mr. Eidinge is an author and editor of numerous articles on legal marketing and employment law-related topics. In November 2020, he co-authored a feature article for *Strategies Magazine*, titled "3 Essential Keys to Unlocking the Power of Diversity, Equity and Inclusion." He also authored an online article for *Strategies & Voices* on job application tips for legal marketing and business development professionals.

Mr. Eidinge was a guest speaker at the national Legal Marketing Association 2020 Annual Conference, where he co-presented the breakout session "Plaintiff Firms: Gain More Clients

Through Strategic Digital Marketing.” Mr. Eidinge has also co-presented an LMA webinar on digital content strategies for plaintiffs’ law firms and is a regular guest speaker at Fordham University’s Young Alumni Marketing Roundtable.

Education

Mr. Eidinge earned his B.S. in Business Administration from Fordham University’s Gabelli School of Business with a Marketing concentration and a minor in Spanish. He has amassed over 17 years of Spanish language education and has earned a Certificate in Spanish Interpretation Studies from Hunter College.