

Jennifer L. Becker

Director of Marketing and Business Development

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Jennifer leads Marshall Dennehey's Marketing & Business Development Department and is responsible for firm-wide marketing, client development and brand strategy initiatives. She oversees a multidisciplinary team of professionals who are responsible for targeted marketing and client development, strategic communications, digital marketing, and brand visibility.

With nearly 20 years of law firm marketing experience, she has a proven track record of elevating brand visibility, strengthening client engagement, and driving revenue-focused growth strategies for leading law firms. A former lawyer, Jennifer has a deep understanding of how attorneys think, how clients make decisions, and how to translate complex legal work into compelling, market-driven strategies that support firm growth.

She holds a J.D. from William & Mary School of Law where she was a member of Law Review. She is additionally a graduate of Syracuse University's Newhouse School of Public Communications where she earned a B.S./B.A. in Public Relations and Political Science. A member of the Legal Marketing Association, she is also active in the Philadelphia Bar Foundation's Marketing Committee.

Education

- William & Mary Law School (J.D.)
- Syracuse University (B.A., *cum laude*)

Associations & Memberships

- Law Firm Media Professionals, former president Philadelphia Chapter
- Legal Marketing Association