

Katie E. Mihalcik

Director of Marketing

Tampa

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Overview

Katie Mihalcik serves as Trenam Law's Director of Marketing, working with firmwide leadership to develop strategic marketing and business development initiatives to better reach and serve clients throughout the region. Her work includes identifying and implementing innovative strategies related to digital marketing, internal and external communications, sales and business development, website and social media management, branding, event planning and project oversight services for the firm.

An established figure in the legal marketing community, Katie has spent 15 years working as a marketing and business development professional, including more than a decade focused solely in the legal sector. She is active with the Legal Marketing Association (LMA), having served on the Board of Directors for the Legal Marketing Association Southeast (LMASE) region for over six years in various positions and as chair of the local steering committee in Tampa Bay. Additionally, she served as the social media and special events chair for the Commercial Finance Association.

Professional Involvement

- Legal Marketing Association (LMA)
 - Legal Marketing Association Southeast (LMASE)

Community Involvement

- Tampa Bay Chamber
 - Small Business of Year (SBOY) Committee