

## Lauren “Paige” Baker

### Marketing Manager

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Paige Baker leads the firm’s marketing and communications efforts, driving a cohesive brand strategy and enhancing the firm’s presence through integrated marketing initiatives and proactive media relations. She builds strong relationships with the legal team and external partners, fostering trust in the marketing process and maximizing visibility for the firm and its attorneys. Paige manages vendor partnerships and oversees branding, content marketing, social media, and advertising strategies that position the firm as a leader in the industry.

Paige coordinates the firm’s digital and print marketing assets, working with internal and external teams to create and design impactful content. With a focus on user experience, she manages the firm’s website, SEO initiatives, and online engagement while also ensuring cohesive, client-centered messaging across all channels. Her responsibilities include overseeing the firm’s social media strategy and branded merchandise, directing the development of video campaigns, and managing sponsorship and advertising budgets to achieve the best return on investment.

In addition to her role in strategy and content, Paige leverages data and analytics to refine marketing initiatives, report on key metrics, and identify new opportunities for growth and thought leadership. Her previous experience in media relations and corporate communications in higher education and health care has equipped her with a strong foundation in content creation, event planning, and public relations. Known for her initiative, adaptability, and client-focused work ethic, Paige is dedicated to advancing the firm’s mission and ensuring it remains competitive in a dynamic market. Her strategic vision and commitment make her an essential part of the firm’s marketing team.

## Associations

### Professional

- Legal Marketing Association, Southeastern Chapter, Member

### Education

- B.S., The University of Tennessee, 2018

- Public Relations Society of America, Lookout Chapter, Public Relations Director, 2022

## Community

- Chattanooga Women's Leadership Institute (CWLI), Member
- Distinguished Young Women of River City of Directors, Board Member
- Alpha Chi Omega Sorority, Alumnae

## Sidebar

Paige has lived in the Chattanooga area for the majority of her life. She attended the University of Tennessee in Knoxville, where she earned her degree in public relations. Outside of work, she loves watching UT football games (Go Vols!) and spending weekends on the lake with her husband, Gareth, and her dog, Reese.