

# LINDA WILLEMSSEN

MARKETING MANAGER

Troy

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Linda Willemsen is Butzel's Marketing Manager. She focuses on elevating the firm's visibility and expanding Butzel's presence across Michigan, Washington, DC, and into key markets beyond.

Linda plays a vital role in maintaining and enhancing the firm's brand presence through a wide range of strategic marketing initiatives. Her work is concentrated on producing compelling media content—including promotional and social media videos, print and digital advertisements—and crafting clear, engaging copy for the firm's marketing materials and website.

With decades of experience in the legal industry, Linda has acquired significant knowledge in marketing professional services. Her experience includes content marketing, building brand awareness and visibility, business development, social media, proposal copywriting, video editing and production, and other aspects crucial to strategic marketing. Linda collaborates closely each day with all members of the firm's Marketing Team and attorneys across the firm to ensure consistency of brand and messaging to Butzel's clients and others.

Prior to joining Butzel, Linda held a proposal copywriter position with a large national corporation where she collaborated with internal subject matter experts to create persuasive content for responses to proposals, successfully increasing business for the organization. Linda has also held a variety of positions in Michigan law firms, most recently leading the marketing team of a midsize insurance defense firm. She has also held positions including paralegal, legal assistant, and real estate sales professional.

Linda Willemsen is located in Butzel's Troy office. She received a Bachelor of Business Administration – Marketing from Walsh College, *cum laude*, and holds an associate in applied science from Oakland Community College. She is a long-time member of the Legal Marketing Association, previously serving as Vice Chair of the Michigan Local Steering Committee. At Butzel, Linda is a member of the firm's Professional Development, Committee and AI Task Force.

When she's not busy promoting Butzel, Linda enjoys spending time with family and friends, attending live music events of all genres, and reading. A strong advocate of supporting important causes, Linda has been involved with the National MS Society – Michigan Chapter for many years. For over 25 years, she has proudly served as a Walk MS Team Captain.

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### Credentials

#### EDUCATION

Walsh College, BBA – Marketing, *cum laude*

Oakland Community College – AAS

#### MEMBERSHIPS

Legal Marketing Association – Member; Michigan Local Steering Committee, former Vice Chair

### Community & Professional

National MS Society, Michigan Chapter – Walk MS Team Captain

National MS Society – Michigan Chapter –MS Leadership Class, 2015

First Presbyterian Church of Royal Oak, MI – Deacon and Nominating Committees, Member;  
Evangelism and Communication Committee, former Member and Chair

Southfield High School for the Arts and Technology –Student Mock Interviews, Volunteer, 2019

St. Andrews Society – former Volunteer

Royal Oak High School Varsity Dance Team – former Secretary

Real Estate One – former licensed agent; former referral agent