



ARIA K. ANTONOPOULOS

DIRECTOR OF MARKETING AND
BUSINESS DEVELOPMENT

203-973-5259 | aantonopoulos@martinllp.net

Aria Antonopolous is Martin LLP's Director of Marketing and Business Development. An industry veteran, she brings experience at several law firms and professional services organizations to her role at the firm.

Aria is both a generalist and a specialist. Her responsibilities extend beyond marketing the firm into several operational and management areas, including coordination and supervision of the administrative team, both internal and external client service, and execution of the firm's Strategic Plan.

As a marketer, her responsibilities include both the public face of the firm, and all the platforms and programs that support it. She is responsible for messaging, marketing strategy, development and maintenance of the web site, social media, public relations and every other aspect of telling the Martin story to the world.

Aria's primary focus, and professional specialization, is business development, particularly coaching. She brings a bottom-line mentality to her work in this area, and is particularly gifted at translating high-level strategic objectives into concrete, actionable business development activities, including incorporating accountability and metrics into what's typically an unstructured, but essential part of operating a law firm.

Prior to her arrival at Martin, Aria was a marketer at several Philadelphia and Boston-area firms and businesses. She has worked on the client side, developing marketing programs and strategies for a financial services firm.

She is a founding member of a group of C-suite women that meets for networking, learning and peer mentoring. She volunteers for several regional charitable and nonprofit organizations including overseeing Martin's involvement in MyTeam Triumph, as well as running a household with three young children.

AFFILIATIONS

- >> Buying Legal Council, Collaborator and former Director of Operations.
- >> Legal Marketing Association, New England Chapter - Member of Education Committee, Education Co-Chair 2013
- >> Law Firm Media Professionals Group, Member, former Board leader of Boston Chapter