



LISA WILLIS

EXECUTIVE LEGAL MEDIA & BRAND STRATEGIST

JOURNALIST | STORYTELLER | STRATEGIC COMMUNICATOR

Turning Legal Expertise Into Influence.

*Stories
Build
Reputations.
Reputations
Change
Everything.*

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Open to Relocation

PROFESSIONAL SUMMARY

Award-winning journalist, Emmy-winning broadcaster, and legal media strategist with 20+ years of experience in television, radio, and digital media, including four years as a Senior Litigation Reporter at LAW.com. Authored 700+ legal articles and was among the publication's top-read reporters, known for being exceptionally well-sourced and for breaking news.

I translate complex legal issues into compelling stories that elevate brands, build reputations and drive opportunity. I bring a unique combination of journalism, legal knowledge, strategic communications, AI expertise, and relationship development — with a proven track record of identifying newsworthy stories, positioning attorneys as thought leaders and creating high-impact content that resonates with media, clients and the broader public.



PROFESSIONAL EXPERIENCE

Senior Litigation Reporter

2022 – July 1, 2026

[LAW.com](#) | [Daily Business Review](#) | [ALM Global](#) – Miami, FL (Remote)

- Authored 700+ published legal articles averaging 1,000 words each; consistently among Law.com's top-read reporters.
- Covered state and federal litigation, verdicts, law firm business, attorney discipline and emerging legal trends.
- Assigned to national beats including transportation, airlines, hospitality and product liability.
- Developed and maintained a deep network of attorneys, judges, managing partners and legal marketing professionals nationwide.
- Broke news, analyzed complex legal issues and delivered timely, substantive reporting under tight deadlines.
- Exceptionally well-sourced, with a finger on the pulse of the legal industry.
- Skilled in using artificial intelligence (AI) for practical applications in legal research, content development, market analysis, data organization and everyday productivity.

Legal Consultant / Marketing Manager

2006 – 2022

[Glasslam](#) / [Polymer Extrusion Technology](#) – Pompano Beach, FL

- Partnered with CEO on expert witness consulting business involving product failures in the construction and glass industries.
- Researched legal matters, drafted trial preparation materials and liaised with attorneys to support expert testimony.
- Contributed to successful outcomes in high-stakes litigation through strategic research and trial readiness.
- Led marketing initiatives including website development, brochures, trade show coordination and executive communications.

Broadcast Journalism

1980s – 2004

[WPLG-TV \(ABC\)](#) – Miami, FL | [WWOR-TV](#) – New York, NY (Secaucus)

[WBFF-TV \(Fox\)](#) – Baltimore, MD | Additional markets: Charleston, SC, Seattle, WA and Myrtle Beach, SC

- Emmy-winning news anchor, investigative reporter, medical correspondent and producer.
- Covered breaking news, major crimes, disasters and courtroom proceedings.
- Reported from national and international locations, including Bosnia and the Ecuador-Peru border.
- Worked as reporter, anchor, weathercaster, producer, editor and news director in multiple markets.
- Built and maintained a strong on-air and digital presence, known for live reporting, credible storytelling and audience engagement.

SELECTED HIGHLIGHTS

- 700+ published legal articles at LAW.com
- Among Law.com's top-read reporters
- Extensive network of attorneys, judges and legal executives nationwide
- National coverage of transportation, airline, hospitality and product liability litigation
- Emmy Award for broadcast journalism
- Former expert witness consultant
- Proven ability to break news and identify high-impact stories
- Deep understanding of the legal industry, courts and media landscape
- AI savvy – skilled at using AI tools for legal research, content creation, marketing, data analysis and real-world problem solving

CORE SKILLS

- Legal Media & Communications Strategy
- Thought Leadership & Executive Positioning
- Content Development (Written, Digital, Video)
- Media Relations & Crisis Communications
- Litigation Intelligence & Case Storytelling
- Interviewing & Relationship Development
- SEO & Digital Publishing
- Brand Strategy & Market Expansion
- AI Tools & Applications (ChatGPT, Claude, Perplexity, Midjourney, etc.)
- Broadcast Journalism & On-Camera Talent

EDUCATION

Glassboro State College (now Rowan University)

Glassboro, NJ

Journalism (Major), Marketing (Minor)