

LAURA M. MURPHY BADESSA

Marketing Manager



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As the Marketing Manager at Partridge Snow & Hahn (PSH), Laura leads strategic direction and planning of marketing and business development capabilities through branding, advertising, social media, email marketing, communications, analytics, and competitive research efforts. She oversees the firm's cohesive vision and aligns with PSH leaders to implement initiatives required to identify, create, and maintain relationships. Laura focuses on expanding brand awareness and outreach, advancing growth opportunities, and tracking demand goals and successes. She manages the firm's marketing budget and collaborates on various client-focused programs and initiatives. Laura achieves results by paying close attention to detail, presenting clear messages, and communicating well with all stakeholders.

Prior to joining PSH, Laura spent 15 years working on a wide range of marketing-based initiatives – from retail management and small business startups in the restaurant and hospitality industries, to entering the A/E/C industry in 2014 – where she discovered her passion for supporting professional service firms. Laura spent five years as an active member of the Society for Marketing Professionals (SMPS) and served as a member of the Boston Chapter's Membership Committee, which managed enrollment, recruiting efforts, and member retention. She has since joined the Legal Marketing Association (LMA) and is working toward involvement in a similar capacity.

Beyond marketing, Laura enjoys creating memories with her husband, two children, and rescue pups; exploring new places, near and far; and working to check off all NHL arenas from her 'must visit' list. One of her favorite quotes is, "All our dreams can come true, if we have the courage to pursue them." – Walt Disney

Education

Cornell University, Marketing Strategy Certificate

Rhode Island College, B.S. in Marketing