

# LAURA M. MURPHY BADESSA

Marketing Manager



[lbadesa@psh.com](mailto:lbadesa@psh.com) | 401-861-8268

For nearly 15 years prior to joining Partridge Snow & Hahn (PSH), Laura has had the good fortune to work 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.

As PSH’s Marketing Manager, 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.

Laura was an active member of the Society for Marketing Professionals (SMPS) for five years 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 getting involved in a similar capacity.

Outside of PSH, Laura enjoys creating memories with her husband, two children, and rescue pups; spending time with family and friends; exploring new places, near and far; and working to check off all NHL arenas from her ‘must visit’ list.

One of Laura’s 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