



## **Jeannie Muzinic**

***Chief Business Development &  
Marketing Officer***

Tampa

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Email



### ***Service Focus***

- Crisis Communications and Strategy

### ***Overview***

Jeannie Muzinic is a member of Fisher Phillips' Executive Leadership Team and leads the Marketing, Business Development, Media, Marketing Technology, and Client Experience functions. Leveraging the firm's ability to quickly respond to rapidly evolving workplace issues, Jeannie's role ensures clients have robust access to leading thought leadership resources, innovation offerings, and client experience opportunities through the firm's website, event programming, digital campaigns and tailored client portals. Implementing a diversified marketing technology infrastructure allows the firm to disseminate curated content, emphasize its brand equity and substantive strengths, and provide a gateway for client feedback to ensure the firm consistently and proactively provides exceptional client service and addresses the needs of the modern employer. Jeannie also works closely with the firm's Management Committee and firm leadership to implement strategic priorities across its practice groups, industry teams, and markets. The seamless integration across the Executive Leadership Team truly sets Fisher Phillips apart as it enables collaboration, innovation, and diversity of ideas.

Jeannie serves on several firm committees, including:

- Development Committee
- Diversity & Inclusion Committee
- Innovation Committee
- Covid-19 Steering Committee

Jeannie is also a member of:

- Legal Marketing Association
- International Legal Technology Association
  - Conference Committee, Member (2020, 2021)

#### Education

- B.S. Marketing, University of North Carolina, Wilmington

#### Professional education certificates

- Harvard Business School Executive Education, Leading Professional Services Firms

### ***Insights***

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#### INSIGHTS

06/24/24

### **A 10-Step Crisis Communications Playbook for Employers**

Rick Grimaldi, Jeannie Muzinic, Melanie L. Webber

[Read more →](#)

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#### EVENT

04/18/24

### **The Sky Is Falling: How to Communicate with Your Employees, Customers and the Public when a Crisis Strikes**

Rick Grimaldi, Jeannie Muzinic

[Read more →](#)

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#### NEWS

04/05/21

### **Cutting-Edge Workplace Resources + The Modern Employer = Fisher Phillips' Dynamic New Website**

Danielle Hultenius Moore, Roger K. Quillen, Jeannie Muzinic

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