



Paul Zimmerman

Director of Communications & PR

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Profile

Paul Zimmerman is M&R's Director of Communications & PR. Working out of the firm's Los Angeles office, he writes articles, blogs, social media messaging and presentation materials on behalf of M&R's senior leadership and most visible attorneys. He is also responsible for marketing collateral, from concept to execution, as well as web content, attorney biographies, award submissions, a breadth of internal and external communications and press releases.

Media outreach and branding fall under Paul's portfolio of responsibilities as well. He oversees the firm's PR efforts and manages reporter and editor relationships at the *New York Times*, *Wall Street Journal*, *Washington Post*, *USA Today*, *The Daily Beast*, among others, and at a host of industry-specific magazines. Likewise, he supervises M&R's third-party digital marketing agency, with an eye toward driving firm awareness within identified markets, increasing website engagement with industry-specific audiences, elevating content across paid, owned and earned media channels, and optimizing SEO.

A storyteller and prolific creator of written content, Paul's work is regularly placed in major publications nationwide. Prior to joining M&R, he was the Creative Director of a sought-after innovation firm located in L.A. In that role, he shaped the messaging strategies for dozens of well-known clients. He was a high-level speechwriter too, having crafted speeches for former First Lady Michelle Obama as well as a roster of powerhouse CEOs.

For many years, Paul was an Adjunct Professor at the USC Gould School of Law, where he earned his J.D. He taught writing to first-year students, and in so doing, he leaned upon his previous legal experience—he used to practice law at prominent Los Angeles law firms, primarily serving a business clientele. Paul was an undergrad at UCLA (B.A.).

Bar & Court Admissions

- State Bar of California

Education

- USC Gould School of Law, J.D.
- University of California, Los Angeles, B.A.

Newsroom