

**Lucy Eck**

Marketing and Business Development Specialist

Birmingham

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**Lucy excels at highlighting Lightfoot's talent and addressing client needs.**

With an agile and enthusiastic approach, Lucy serves the firm as an essential member of the marketing team. She manages a host of responsibilities, spanning from recruiting to firm events, technology, design and client development.

Lucy was born and raised in the Atlanta area, later relocating to Birmingham to study marketing and creative writing at Samford University. During her undergrad years, Lucy worked closely with Birmingham creatives at Birmingham Children's Theatre, Good Grit Magazine and the Sidewalk Film Festival. These experiences allowed her to sharpen her storytelling abilities, with three of her works published in Wide Angle, an annual literary journal issued by the university's English department.

In her current role, Lucy oversees the marketing editorial calendar, showcasing attorneys' accomplishments, presentations and publications, manages the firm's client relationship management (CRM) system, and handles various campaigns for the marketing department. Notably, Lucy has been instrumental in communicating with clients for critical, high-stakes programs like the Lightfoot White Collar Institute, the Lightfoot Client Roundtable and the Client Insights Project, an initiative centered on the firm's client service delivery.

Outside the office, you can find Lucy teaching the two-year-old Sunday school class at Redeemer Community Church in Avondale and walking to get donuts with her husband and their black lab, Goose.