Lightfoot

Paula McCauley
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Paula is a strategic leader re-thinking legal marketing with client-oriented solutions and creative collaboration.

Drawing on her background as a seasoned strategist, Paula brings a unique, forward-thinking approach to strategic communications, marketing, and business development at Lightfoot.

In her dynamic role, Paula aligns attorney expertise with client needs, adding a human touch to the Lightfoot brand while ensuring clear, transparent communication. She leads the firm's marketing efforts, crafting compelling narratives that align with the firm's identity and vision to resonate with a diverse client base. Paula's hands-on approach has been key in enhancing the firm's visibility, strengthening client relationships and driving new business avenues.

Leading a small but mighty team, Paula cultivates a collaborative atmosphere that encourages innovation and ideas. She is a firm believer in empowering her team members, encouraging fresh perspectives and fostering creative solutions.

Beyond her professional life, Paula champions women's education and opportunities as an active member of the Advisory Board for Girls Inc. of Alabama's Project Accelerate. She extends her advocacy through one-on-one advising and mentorship for those pursuing a career in marketing. Paula is also a member of the Friends of Avondale Park and volunteers her time with the Gulf Coast Kid's House.

A proud graduate of Louisiana State University, Paula holds a Bachelor of Science and a Master of Mass Communication: Strategic Communications. She enjoys the vibrancy of life in the Forest Park area of Birmingham, where she lives with her husband and their beloved golden retriever.