

# Allison Lavelle

## DIRECTOR OF MARKETING AND GROWTH



Allison Lavelle serves as Bennett Thrasher's Director of Marketing and Growth. In her role, she works closely with members of the firm's leadership team to develop and execute the firm's marketing and business development strategy in pursuit of the firm's growth.

Prior to joining Bennett Thrasher, Allison worked for more than 15 years in professional services,

supporting and leading marketing and business development efforts for several Am Law 200 law firms. Her experience includes overseeing and managing marketing communications, business development, marketing technology and brand strategy.

Most recently, Allison led the implementation of Kilpatrick Townsend's website and brand refresh. The website went on to win the 2019 American Web Design Award™ which recognizes the best in digital and UX design in all things online. She also spoke on a panel at the LMA Northeast Conference on What's NECXT™ in Legal Marketing Technology, which covered trends and predictions in voice, AI and customer data management.



### CONTACT

770.790.6456  
allison.lavelle@btcpa.net



### EDUCATION

Master of Taxation, Georgia State University  
Bachelor of Business Administration  
(Marketing), Kennesaw State University



### PROFESSIONAL AFFILIATIONS

Association of Accounting Marketing (AAM)