

LAURA M. MURPHY BADESSA

Marketing Manager

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Laura Murphy Badessa is the Marketing Manager at Partridge Snow & Hahn (PSH), where she leads the firm's strategic marketing and business development initiatives. She oversees branding, advertising, social media, email marketing, communications, analytics, and competitive research to strengthen the firm's market presence. Collaborating closely with PSH leadership, Laura aligns marketing strategies with business objectives, fostering relationships and driving growth. She also plays a key role in client-focused programs and initiatives. With a keen eye for detail and a clear, effective communication style, Laura ensures impactful messaging and measurable success.

With over 15 years of marketing experience, Laura's career spans retail management, small business startups in the restaurant and hospitality industries, and, since 2014, the A/E/C industry, where she discovered her passion for supporting professional service firms. She spent five years as an active member of the Society for Marketing Professional Services (SMPS), serving on the Boston Chapter's Membership Committee to support enrollment, recruitment, and member retention. She is now a member of the Legal Marketing Association (LMA) and looks forward to further industry involvement.

Outside of her professional life, Laura enjoys creating memories with her husband, two children, and rescue dogs. She loves exploring new destinations and is on a mission to visit every NHL arena. One of her favorite quotes is: *"All our dreams can come true, if we have the courage to pursue them."* – Walt Disney.

Education

Cornell University, Marketing Strategy Certificate

Rhode Island College, B.S. in Marketing