



## **Aaron Reiter, Baker & Daniels**

A creative designer and strategist, Aaron Reiter has spearheaded the development and growth of social media initiatives at Baker & Daniels LLP, a full-service law firm with more than 370 attorneys and legal professionals in seven offices. Baker & Daniels now utilizes all forms of social media to distribute information on news and events, accept inquiries on industry matters, connect with other legal professionals and dialogue on enjoying life.

As Baker & Daniels' Web & Communications Manager, Aaron has authored all of the firm's social media policies and closely tracks the firm's social media mentions on a day-to-day basis. He also monitors outside communication to maintain branding standards and reach marketing goals. In leading the building and branding of external Web portals and electronic communications, Aaron played an instrumental role in the comprehensive redesign of the firm's Web site, which features daily activity through newsletters, alerts, blogs, tweets and breaking news.

Aaron devised a comic approach to spark enthusiasm in Baker & Daniels' visual identity launch, which won a special Judges' Innovation Award from the Legal Marketing Association's Chicago chapter. For "Flight 317" (signifying the launch date of March 17, 2008), Aaron designed user-friendly materials such as "flight instructions," "flight safety cards" and "packing lists" to explain and ease more than 700 employees into disposing old materials and transitioning to the firm's new logo. He dressed the part of an airplane pilot during office visits in the weeklong transition.

Aaron's dedication to social media extends beyond his daytime job. Social media allows him to stay in touch with distant friends, as well as stay on top of marketing trends through industry leaders. Aaron received his education training from Purdue University with a bachelor's degree in visual communications design and photography.