

Helen Bertelli - Senior Vice President, Hellerman Baretz Communications LLC

Helen Bertelli serves as Senior Vice President of Hellerman Baretz Communications. Experienced in both PR and marketing, Helen creates and executes strategic public relations programs that complement and enhance her clients' marketing strategy. She is the former Marketing Director of a national law firm and prior to that, she spent several years managing a team of media relations personnel and several million dollars of revenue at a Washington, D.C. public relations firm.

A recipient of the Legal Marketing Association's "Your Honor" Award, Helen's work is always innovative and her efforts have helped her clients develop new business in energy, financial services, insurance, real estate, not-for-profit, and other sectors. Helen has spoken at regional and national conferences, she has been published in the *Legal Times*, *Washington Business Journal*, and *Marketing the Law Firm*, and her work has been the subject of articles in *Professional Marketing Magazine* and *PR Week*.

Helen graduated with honors from the University of Virginia and studied writing at Oxford University in the United Kingdom. She has been a member of the Legal Marketing Association since 1998 and has served on the Boards of both the Capital and Virginias Chapter.