

Jaclyn Braga Receives MA Lawyers Weekly Excellence in the Law Award in Marketing

March 18, 2024



Morse congratulates **Jaclyn Braga**, our Director of Marketing and Business Development, who has won a 2024 “*Excellence in the Law*” Award for Legal Marketing from *Massachusetts Lawyers Weekly*, recognizing her outstanding accomplishments and leadership in the legal industry. Jacki is the creative powerhouse and visionary leader behind the Morse Marketing and Business Development team, and with over 20 years of experience in professional services marketing, is an expert in the legal marketing field and beyond. Jacki will be honored at the “*Excellence in the Law*” Awards hosted by *Massachusetts Lawyers Weekly* on March 19.

Jacki has led an award-winning marketing team at Morse for 16 years, earning six **Legal Marketing Association** awards recognizing excellence and creativity in marketing and branding, among other honors. During her tenure at Morse, Jacki has overseen multiple graphic branding and website redesigns, as well as a firm name change with complete rebranding. Her creativity shines in internal initiatives such as leading marketing & BD training bootcamps for lawyers, developing an internal marketing incentive program, and producing an annual marketing report. Jacki’s contributions to Morse’s branding, marketing, business development, firm growth, and culture are invaluable.

In addition to her contributions to Morse, Jacki is a recognized expert in her field, and she has been honored to speak on marketing and business development in professional services for industry conferences and organizations such as LawExchange International, NY Legal Week, BBA Young Lawyers, and Association for Accounting Marketing. She also frequently writes and contributes to several industry publications and blogs. Jacki currently serves as the LMA Boston Small Team/Solo Marketer SIG Co-Chair.

Morse is thrilled to have Jacki at the helm of our Marketing and Business Development team, and we are so pleased to see her recognized by peers in the legal industry. Please join us in congratulating Jacki on this well-deserved honor and applauding her achievements and contributions in the law firm marketing industry.

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