

Gabrielle Mashaal-Timm

Digital Content Marketer

PROFILE

Results-driven content marketer with a unique blend of creative writing skills and a solid legal background. Passionate about crafting compelling content that enhances SEO and drives brand engagement. Experienced in leveraging strong legal research abilities to develop informative content that meets audience needs and supports strategic goals.

CONTACT

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EDUCATION

May 2020

Juris Doctor,

Mitchell Hamline School of Law
– St. Paul, MN

May 2017

Bachelor of Arts,

Sociology of Law, Criminology, and
Deviance
University of Minnesota
– Minneapolis, MN

KEY SKILLS

- Writing
- Keyword optimization
- Research and data analysis
- Content creation and marketing
- Time and project management
- Social media advertisements and marketing

PROFESSIONAL EXPERIENCE

Content Marketer

Thomson Reuters FindLaw - Eagan, MN

Internet Brands - Eagan, MN

August 2022 – Present

- Research and write compelling long-form and short-form web content and blog posts
- Copyedit and revise new and existing content to meet industry best standards
- Consult and create content strategy to improve SEO
- Create social media marketing advertisements
- Work with WordPress to create comprehensive websites for law firms across the country
- Work on multiple writing tasks at a time while maintaining proficiency and meeting deadlines
- Leveraged AI programs to enhance and streamline work processes

Legal Research Analyst

Thomson Reuters - Eagan, MN

April 2021 – August 2022

- Conducted customer research sessions and surveys
- Completed legal research to identify critical legal authority on specific issues and areas of law
- Conducted testing and grading evaluations of new product enhancements
- Identified relationships among legal information sets
- Quality control and analysis on legal information sets to determine accuracy

AWARDS

July 2024

FindLaw Site of the Month

May 2024

Hermes Gold Creative Award

May 2024

The Communicator Awards

April 2024

FindLaw Site of the Month

October 2023

Gold MarCom Award

Law Clerk

Sutor Law - St. Louis Park, MN

September 2019 – June 2020

- Prepared demand letters, arbitration briefs, and other legal documents for personal injury cases
- Interviewed clients to gain case information
- Supported attorney in client meetings with administrative assistance and documentation

Legal Compliance Intern

Medtronic - Minneapolis, MN

February 2020 – May 2020

- Aided the compliance team in re-writing the compliance manual that is distributed company wide
- Conducted research of other compliance programs in various organizations to bring new ideas to the Medtronic compliance program
- Verified documentation, implementation, and communication of firm and regulatory policies and procedures

Minnesota Justice Foundation Volunteer

August 2017 – May 2020

- Logged over 85 hours of volunteer work through various clinics and events
- Worked directly with people in need of legal services to prepare documents

Compliance Intern

Minnesota Department of Human Services - St. Paul, MN

May 2019 – August 2019

- Worked closely with the Chief Compliance Officer on developing compliance monitoring programs for DHS
- Assisted in executing a new online hotline reporting program
- Identified compliance concerns that required follow-up and investigation

Research Assistant

Public Health Law Center - St. Paul, MN

August 2018 – August 2019

- Completed over 25 intensive research projects relating to various public health initiatives across all 50 states
- Built on research skills by utilizing various databases
- Assisted in editing and guiding other research assistants on new projects
- Synthesized information into spreadsheets, graphs, tables, and charts for presentation
- Assisted with development and communication of research findings to internal and external audiences

Law Clerk

ML Brooks Law - Apple Valley, MN

May 2018 – August 2018

- Prepared documents including memorandums, motions, and child custody forms
- Participated in conferences and discussions between trial attorneys and judges
- Evaluated findings and developed strategies and arguments in preparation for case presentations

Sales Lead and Assistant Store Manager

Francesca's Collections - St. Louis Park, MN

December 2013 - September 2017

- Started as a sales lead and was promoted to assistant store manager
- Assisted in recruiting and hiring processes
- Worked with store manager to set specific and actionable goals based on established KPIs
- Promoted and adhered to loss prevention practices and policies