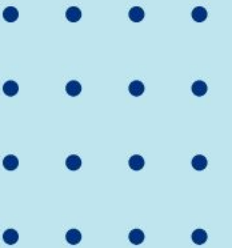
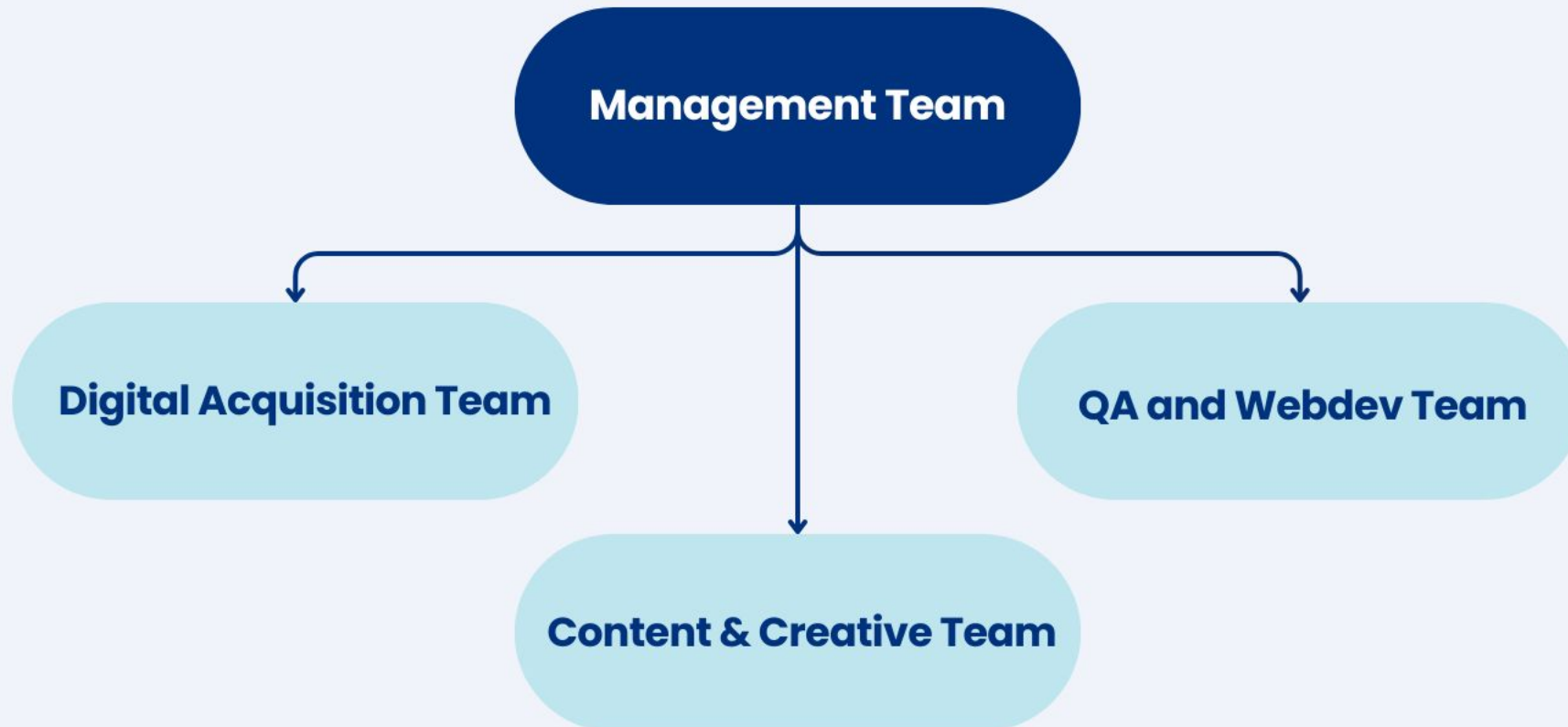


MARKETING TEAM STRUCTURE AND ALIGNMENT PLAN



BASIC HIERARCHY



Management Team



Aden Dauchess

Senior Strategist

- Planning / Strategist
- Overseeing overall marketing
- PPC Manager



Yana Pasco

Senior Campaign Manager

- Project Management
- Management of scorecards and rocks
- Team alignment
- SOP/Processes Optimization
- Performance Management
- Marketing "Playbook"
- Email Marketing and Funnel Building

Atharva Jha
SEO/AEO Overall Head

Anmol Rajmodi
Social Media

Saad Malik
Technical SEO

**DIGITAL
ACQUISITION
TEAM**



CONTENT & CREATIVE TEAM

Ansh Chaturvedi

Criminal/Family Law
Content Specialist

Tasks:

- QA of articles
- Keyword research
- Content topics

SEO Writers

Family Law

- Anshu
- Shiwangi
- Shruti

Criminal Law

- Prathita
- Sakshi
- Pooja

Julia Genoves

Julia - Spanish Law
Content Specialist

Tasks:

- QA of articles
- Keyword research
- Content topics
- Article writing
- social media inquiries on Spanish accounts

Megan Victoria

Creative Lead

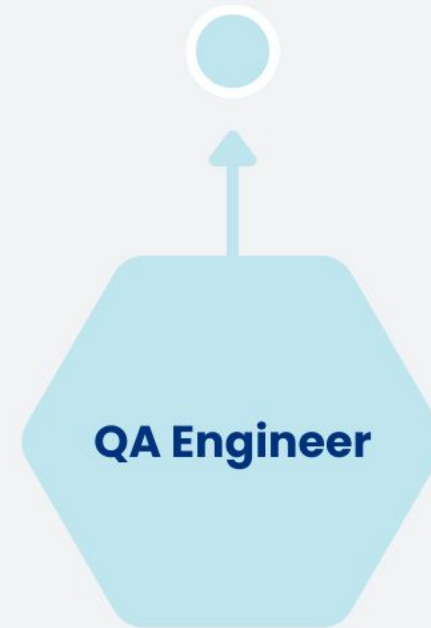
Tasks:

- Graphics
- Video
- Branding

QA and Webdev Team

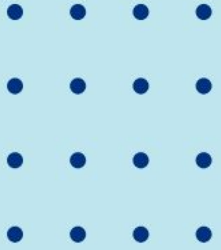
MAYANK PANDYA

DIPAL TRIVEDI

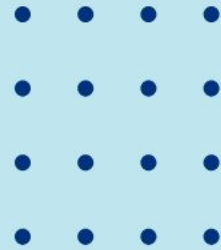


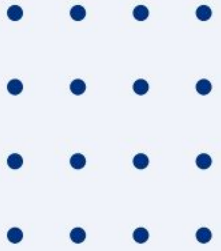
Proposed New Role



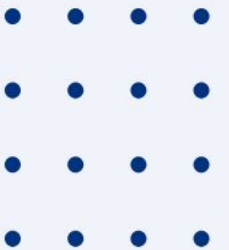


SCORECARDS AND ROCKS PER TEAM MEMBER





DIGITAL ACQUISITION TEAM



Atharva Jha

SEO/AEO Overall Head

Rocks

- Pending

Scorecards

- Pending

Saad Malik

Technical SEO

Rocks

- Complete 20 priority technical SEO fixes in Q1 to improve overall site health and search readiness.
- Build 30 high-quality backlinks in Q1 to strengthen domain authority for core legal keywords.
- Rank 5 target keywords on Page 1 in Q1 through combined technical, content, and backlink initiatives.

Scorecards

- Technical Fixes: 20 items
- Backlinks: 30 HQ links

Anmol Rajmodi

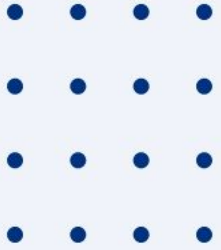
Social Media Manager

Rocks

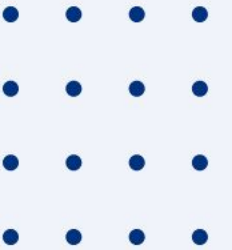
- Publish 300 total content pieces across all platforms in Q1.
- Achieve 1,200 combined followers/subscribers across all social platforms in Q1.
- Deliver monthly analytics reports and raise engagement by 15% by end of Q1.
- Complete full social media setup and optimization for all Criminal Defense and Family Law firm channels in Q1.

Scorecards

- Engagement Rate (Target: +10%)
- Response Rate (Target: 90%+)
- Weekly Reach (Target: 650)



CONTENT & CREATIVE TEAM



Julia Genoves

Spanish Law Content Specialist

Rocks

- Create and launch the full social media content plan for Abogado Penalista in Q1.
- Develop and manage the Abogado Penalista Spanish blog content calendar for Q1.
- Build and publish the Social Media Forum Response (WDYT) Plan for Abogado Penalista in Q1.
- Create an Abogado Penalista Spanish website content in Q1.

Scorecards

- 31 Spanish blogs proofread/week
- 20 blogs QA'd/week
- 5 blogs posted/week

Ansh Chaturvedi

Family and Criminal Law Content Specialist

Rocks

- Deliver 160 fully researched and structured English topics per month for MN/NC Criminal & Family in Q1.
- Finalize SOP v2 by Feb 1, train writers, achieve 85% compliance, and reduce revisions by 30% in Q1.
- Build 300 national SEO pathways and content hierarchies for both brands in Q1.
- Complete the English Blog Operations System in Q1 and reduce content errors by 25%.

Scorecards

- English Topics Completed: 40–60
- Topic Distribution Balance: 100% balanced across MN/NC Criminal & Family
- SOP + Structure Compliance: 80%
- Ops System Development Progress: % completed toward Q1 milestones
- National SEO Pathways Completed Weekly: 25–30

Criminal Law SEO Team Scorecard

Rocks

- Complete a 100% content refresh for all Criminal Law blogs in Q1, ensuring every article meets updated SEO, accuracy, and quality standards.

Scorecards

- Blogs Qualified (Target: 49)

Family Law SEO Team Scorecard

Rocks

- Complete a 100% content refresh for all Family Law blogs in Q1, ensuring every article meets updated SEO, accuracy, and quality standards.

Scorecards

- Blogs Qualified (Target: 49)

Megan Victoria

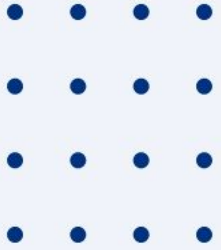
Marketing Assistant

Rocks

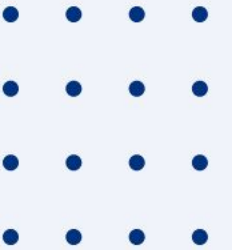
- Complete a full brand asset audit and deliver standardized updated brand materials in Q1.
- Build and launch the centralized Brand Asset Hub with all updated brand assets in Q1.
- Create and deliver the Master Template Library for firm-wide use in Q1.

Scorecards

- 100% of content assets delivered



QA AND WEBDEV TEAM



Mayank Pandya

Wordpress Developer

Rocks

- Complete full website structure + core page templates (ready for content integration).
- Deliver SEO-ready, mobile-optimized, 90+ PageSpeed framework across all pages.
- Complete final launch build with 0 major issues and full QA sign-off.

Scorecards

- 100% of website errors resolved

Dipal Trivedi

QA Engineer

Rocks

- Reduce repeated QA issues by 40% in Q1 through structured regression tracking and developer alignment.
- Deliver a fully launch-ready QA for the USA Criminal Defense website in Q1, meeting all quality standards.

Scorecards

- 100% Completion of QA check



Questions