

Senior Legal & Corporate Executive | Legal Educator | Bar Exam Mentor

Innovative legal educator and experienced attorney and executive with a proven track record in bar exam success, legal education, and attorney mentorship. Extensive experience designing and delivering bar preparation programs, training, and professional development initiatives for students and attorneys. Skilled at working with at-risk students to develop structured study plans that drive success. Experienced in tracking and analyzing performance metrics to improve training programs and student outcomes.

Areas of Expertise

- Bar Exam Preparation & Strategy
- Legal Curriculum Development
- Student Advising & Coaching
- Academic Success & Mentorship
- Compliance & Risk Management
- Program Development & Training
- Legal Writing & Analysis
- Corporate Transactions & Governance
- Business Operations
- Strategic Leadership & Team Development
- Litigation & Real Estate

Career Experience

Director of Bar Success | Florida State University College of Law

Tallahassee, FL 2025-Present

Provide strategic leadership for the College of Law's bar success efforts, including advising, programming, targeted intervention, and cross-functional coordination aimed at improving student and graduate outcomes. Lead individualized advising and bar-readiness strategy for students and graduates preparing for the Florida bar exam and other jurisdictions, including course selection, bar applications, study planning, scheduling, accountability, and targeted intervention. Design and deliver bar-preparation workshops and early-stage programming beginning in the 1L year. Use data-informed analysis to identify students at elevated bar-related risk, evaluate support initiatives, improve outcomes, and strengthen the overall effectiveness of the College's bar success efforts.

Director of Legal & Compliance | Creative Cables

Memphis, TN & Torino, Italy 2018-2025

As Director of Legal & Compliance at Creative Cables, and President of Creative Cables USA, I led legal strategy for a global company, managing real estate transactions, contracts, and regulatory compliance across multiple jurisdictions. I developed corporate training programs on compliance, contract negotiation, and risk management, ensuring teams operated within legal frameworks while reducing risks. I also implemented structured learning initiatives and performance analytics to refine training programs and improve operational efficiency. Mentoring legal professionals was a key part of my role, fostering expertise in regulatory compliance and legal operations.

Real Estate & Contract Management

- Managed real estate legal matters for business expansion, including lease negotiations, zoning compliance, and development projects.
- Developed standardized lease frameworks to reduce negotiation time while improving risk management.
- Structured and managed property development projects, including contract negotiation, permit compliance, and vendor agreements.

Legal & Regulatory Leadership

- Structured multi-million-dollar business acquisition agreements, balancing risk and long-term growth.
- Developed and oversaw global compliance frameworks, ensuring adherence to U.S. and international regulatory standards.
- Designed and led corporate training programs on compliance, risk management, and contract negotiation.
- Built and protected the company's intellectual property portfolio, managing trademark filings and opposition proceedings.

Contract & Risk Management

- Negotiated and standardized international distribution agreements, streamlining the contract process.
- Implemented compliance training programs to improve adherence to legal and operational policies.
- Led contract review and risk mitigation strategies, ensuring operational efficiency and regulatory compliance.

Operational & Growth Achievements

- Scaled global operations from startup to \$20M+ annual revenue while maintaining perfect compliance records.
- Led cross-functional teams, integrating legal, compliance, and operational functions for efficiency.
- Designed performance measurement systems, aligning team contributions with company objectives.
- Developed and implemented marketing strategies that drove significant business growth.

Bar Exam Instructor & Private Tutor

National 2006–2024

As an instructor and private tutor, I taught courses and worked one-on-one with law students and bar candidates, designing customized study plans to improve performance. Every student I privately tutored passed the bar exam. I alleviated fears and concerns by guiding students through bar application processes, accommodations, and jurisdiction-specific requirements while developing workshops on test-taking strategies and legal skills. To give back, I have continued providing these services at no cost to students in need who may not otherwise afford them.

- Taught bar preparation courses, leading intensive bar review sessions covering MBE, MEE, and MPT components.
- Designed and implemented personalized study plans for students, addressing areas of weakness and maximizing bar exam readiness.
- Maintained a 100% student pass rate with private tutoring, coaching students from diverse backgrounds, including at-risk test takers and bar re-takers.
- Provided one-on-one coaching on legal writing, time management, and test-taking strategies to improve student outcomes.
- Assisted students with bar exam application processes, character and fitness requirements, and accommodations for standardized testing.
- Developed and taught bar preparation workshops and legal skills courses, ensuring students were prepared for both the bar exam and legal practice.

Managing Attorney | Old Colonial Title & Closing Services

Memphis, TN; Olive Branch, MS & Chattanooga, TN 2008–2017

Built and expanded a multi-location legal services firm, overseeing legal compliance, operations, and strategic growth. I developed compliance training programs for attorneys and real estate professionals while managing legal education efforts related to title law, contract compliance, and ethics. My leadership included mentoring attorneys and staff, ensuring professional development and adherence to federal and state regulations.

Operational Leadership

- Handled complex transactions, providing legal guidance and mediation to ensure seamless closings in both residential and commercial.
- Created comprehensive digital systems for document management and client communication.
- Built and managed a team of professionals across multiple locations.
- Directed all aspects of business operations, including financial management, budgeting, revenue forecasting, and profit optimization.
- Ensured strict adherence to state and federal regulations, maintaining 100% compliance record.
- Managed all legal aspects of real estate transactions including title examination, curative work, and complex multi-state closings.
- Created standardized compliance protocols for multi-state operations, enabling expansion while maintaining regulatory excellence.
- Developed comprehensive training program ensuring staff compliance with state and federal regulations, including RESPA, TILA, and state-specific requirements.
- Successfully managed relationships with multiple title insurance underwriters, maintaining preferred agent status through demonstrated compliance excellence.
- Implemented rigorous quality control measures exceeding CFPB guidelines, resulting in zero regulatory violations or claims.

Business Growth & Market Expansion

- Drove revenue growth through scalable business processes that supported 2082% growth and 37.9% CAGR over 9 years, growing annual revenue from \$55K to \$1.2M.
- Expanded from a single location to three thriving offices across two states while maintaining quality and compliance.
- Built and sustained strong referral networks with real estate agents, lenders, and developers, driving consistent business growth.
- Achieved profitability within six months through targeted marketing and strategic partnerships.
- Established comprehensive legal compliance framework adhering to ALTA Best Practices, achieving perfect audit scores across all regulatory reviews.
- Developed and implemented risk management protocols that resulted in zero claims or regulatory violations across nine years of operations.
- Successfully navigated evolving TRID and RESPA requirements during significant regulatory transition period, ensuring seamless compliance while maintaining operational efficiency.
- Structured and maintained compliance relationships with multiple state banking departments, title insurance underwriters, and federal regulators.
- Successfully negotiated and executed the sale of the business, achieving a profitable exit after 9 years of growth.

Managing Attorney | Ferrell Law Firm

Olive Branch, MS & Memphis, TN **2006–2018**

Founded and led a litigation and transactional practice, handling a broad range of cases while mentoring junior attorneys and legal staff. I developed structured training programs focused on legal research, writing, trial preparation, and case strategy. In addition to overseeing firm operations, I implemented compliance and risk management frameworks, ensuring adherence to regulatory requirements while optimizing business performance.

Legal Experience

- Led a successful litigation practice representing clients in civil, commercial, and family law disputes.

- Handled all phases of litigation, including pleadings, discovery, document review, depositions, mediation, and trial.
- Negotiated corporate transactions, M&A, contracts, and settlements to protect client interests and minimize risk.
- Represented plaintiffs in personal injury, contract disputes, and employment law matters, securing favorable outcomes.
- Advised clients in divorce, child custody, and family law matters, guiding them through complex legal proceedings.
- Managed and mentored junior attorneys and paralegals, ensuring effective case strategy and client representation.
- Developed business operations, compliance frameworks, and financial management strategies to support firm growth.

Strategic Growth & Digital Innovation

- Built firm from ground up to seven-figure revenue through strategic marketing and business development, achieving a CAGR of 169.5% over a twelve-year period through systematic marketing and operational growth
- Implemented cutting-edge digital marketing strategies, achieving top 3 organic search rankings in a competitive market for leading search terms relating to divorce and injury law.
- Developed proprietary client acquisition system combining SEO, content marketing, and social media.
- Created an automated lead nurturing system of engagement through a 7-step touch process of that increased conversion rates by 78%.

Leadership & Business Development

- Built and led team of attorneys and support staff across multiple locations.
- Recognized as a thought leader in practice growth strategies, speaking at national conferences and authoring articles, while building a reputation as a go-to advisor for professionals on practice growth and digital marketing.
- Handled civil litigation matters in and out of the courtroom.
- Caseload included real estate litigation corporate transactions, and contract review, family law, and injury law.
- Extensive experience in handling trials, trial preparation, mediation, and depositions.

Education & Credentials

- Juris Doctorate - University of Mississippi School of Law, Oxford, MS
- Bachelor of Arts – Communication & Public Relations - Mississippi State University, Starkville, MS
- Licensed Attorney in Tennessee and Mississippi
- Licensed Attorney in the United States District Court: Northern District of Mississippi

Notable Achievements

- Speaker: High Point Market - State of the Lighting Industry
- Featured Speaker: Multiple National Conferences on Marketing Strategy and Business Growth
- Published Author: *The 7 Deadly Sins That Will Kill Your Accident Case*
- Three-time SuperLawyers Rising Star Recipient
- Five-time winner of the 5-Star Client Satisfaction award by Wealth Magazine (Crescendo Business Services).