

COLIN RICKARD

AI · Marketing · Operations

Creative problem solver who builds the systems that make growth repeatable.

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+60%

more signed clients, with less total time on client calls.

Drove the AI integration that made a boutique firm a Legalweek “Best Use of AI” finalist, alongside Baker McKenzie, King & Spalding, and Reed Smith.

EXPERIENCE

FRONTIER LAW CENTER *Employment law firm*

Director of Growth & Operations

2021 – 2026

- ▶ **Moved AI from side project to daily practice** across intake, content, and paid media.
- ▶ **Owned the whole front door:** site relaunch, conversion copy, a daily content engine, a YouTube channel, and Google Ads on AI Max and Performance Max.
- ▶ **Built the operating system behind growth:** monday.com, Claude, HubSpot, and Box wired into one workflow, plus an in-house AI platform that keeps client data under firm control.
- ▶ **Led marketing, intake, and onboarding teams** with cost per acquisition and ROI as the scoreboard.

THE LAW OFFICE OF ROBERT L. STARR *Consumer protection firm*

Director of Marketing

2021 – 2026

- ▶ **Ran the same playbook for a second firm, at the same time.** Two pipelines, two teams, neither one dropped.

DONALDSON + PARTNERS *Architecture, formerly ShubinDonaldson*

Marketing & Graphics Coordinator

2017 – 2021

- ▶ **Marketing, PR, and the model shop** for an LA architecture studio, including the models and materials behind key client milestones.

UPKEEP (YC W17) *Maintenance software startup*

Marketing Manager

2017

- ▶ **Executional and advisory marketing** for a Y Combinator startup, growing web traffic through paid, content, and SEO/SEM.

LEECO US *Consumer electronics*

Content Marketing Manager

2016 – 2017

- ▶ **Built the U.S. brand voice and led a team of four**, growing the social audience from 250K to 1.4M+.

VERLOCAL *Local experiences marketplace*

Digital Marketing & Ad Ops Manager

2015 – 2016

- ▶ **Grew monthly sign-ups from 500 to 12,000+** and led a five-person ad ops team to a 300%+ KPI lift.

HOW I WORK

AI where it removes real work.

Not where it demos well. If it doesn't save time or sign clients, it doesn't ship.

Systems, not heroics.

If it can't be measured or handed off, it isn't finished.

A designer's eye on every page.

Trained in industrial design, so the site gets judged like a product.

EDUCATION

San Jose State University

B.S. Advertising, Industrial Design focus

ArtCenter College of Design

Industrial Design coursework