Paige Litz

CHIEF OPERATING OFFICER

(404) 999-2161 | paige@spizzirri.law | www.spizzirri.law

Marietta, GA



Areas of Expertise

Executive Operations Leadership
Marketing Strategy and Brand Growth
Legal Operations Management
Business Development
CRM and Marketing Automation
Data and Performance Analytics
Process Optimization
Client Experience
Cross-Functional Leadership

PROFESSIONAL PROFILE

Paige Litz serves as Chief Operating Officer of Spizzirri Law, LLC, and Chief Executive Officer of Spizzirri Creative LLC, bringing proven success leading business operations, marketing strategy, and organizational growth within legal and professional services environments. She combines executive leadership, brand development, and data-driven decision-making to improve performance, scalability, and client outcomes, and is highly certified across leading marketing, analytics, and productivity platforms.

Paige leads firm-wide operations, marketing, and strategic execution at Spizzirri Law in partnership with executive leadership, driving brand positioning, digital presence, and client acquisition strategy while aligning legal, administrative, and marketing functions to support sustainable growth. She also founded and operates Spizzirri Creative LLC, a creative marketing and consulting firm serving professional corporate clients, including publishing and product promotion. Paige's background includes years as Vice President of Spizzirri Press, Inc., where she mastered all aspects of commercial printing and publishing, from prepress, layout, and design through production, finishing, quality control, and shipping. She holds Adobe, HubSpot, and Google certifications, among others, and combines deep marketing and design expertise with hands-on operational leadership.

35 + Years of Experience	**9** Certifications	**3** Companies Led	**MBA** Magna Cum Laude

Professional Background

Executive Profile

Paige Litz serves as Chief Operating Officer of Spizzirri Law, LLC, and Chief Executive Officer of Spizzirri Creative LLC, bringing proven success leading business operations, marketing strategy, and organizational growth within legal and professional services environments. She combines executive leadership, brand development, and data-driven decision-making to improve performance, scalability, and client outcomes, and is highly certified across leading marketing, analytics, and productivity platforms.

Certifications

- Adobe Certified Professional
- HubSpot Certified
- Google Certified
- Google Analytics Certified
- Microsoft Office Specialist (Word, Excel, PowerPoint)
- Orange Certification
- Foster Parent Therapeutic Intervention
- CCPT Trauma Response 2
- First Aid/CPR

Core Skills

- Executive Operations Leadership
- Marketing Strategy and Brand Growth
- Legal Operations Management
- Business Development
- CRM and Marketing Automation (HubSpot)
- Data and Performance Analytics
- Process Optimization
- Client Experience
- Cross-Functional Leadership
- Professional Design Management

Education

Master of Business Administration — Magna Cum Laude

Bachelor of Science, Business Administration

Bachelor of Science, Art and Design

Professional Experience

Spizzirri Law, LLC | Jan. 2023 – Present
Chief Operating Officer | Atlanta, Georgia

- Lead firm-wide operations, marketing, and strategic execution in partnership with executive leadership.
- Drive brand positioning, digital presence, and client acquisition strategy for a growing law firm, including optimization of marketing teams and AI implementation.
- Implement systems with IT and optimized workflows to improve efficiency, scalability, and service delivery to clients.
- Leverage analytics and reporting to inform business decisions and performance optimization.
- Align legal, administrative, and marketing functions to support sustainable growth.

Spizzirri Creative LLC | Jan. 2020 – Present
Founder and Principal | Rapid City, South Dakota

- Founded and operate a creative marketing and consulting firm serving professional corporate clients, including publishing and product promotion.
- Develop and execute branding, digital marketing, and growth strategies for retail businesses, and manage projects for publishers through production.
- Manage client relationships, project delivery, and business operations.
- Apply data-driven insights to improve marketing performance and ROI.

Spizzirri Press, Inc. | 1990 – 2020
Vice President | Rapid City, South Dakota

- Mastered all aspects of commercial printing and publishing across each respective department of commercial production.
- Oversaw prepress, layout and design, printing, production, finishing, quality control, and shipping, along with business management of the processes required for clerical and accounting management of customer accounts and relationships.