

Jim Wordes

Chief Marketing Officer & Creative Director

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Jim began his marketing career with Kreindler & Kreindler following the July 6, 2013 crash of Asiana Airlines flight 214 in San Francisco, CA. In 2016, he joined the firm full-time as Director of Marketing, taking on additional responsibilities beyond case by case projects to include all firm-wide digital and print marketing materials. Jim combines years of legal marketing experience with hands-on design and creative oversight. In 2019 the firm saw an updating of the classic firm logo, taking into account more frequent, modern digital uses. Newly designed and boutique printed stationery and business cards accompanied the introduction of the re-energized Kreindler logo. In 2020, the firm's new print brochure for Aviation Accidents was awarded a Silver Addy for Corporate Design by the American Advertising Federation. Kreindler's digital advertising campaigns including ones utilizing highly competitive Facebook ads and Google Adwords have seen other areas of the practice compete and surpass the marketing efforts of less focused competitors. In 2021, the firm welcomed their new website, totally revamped with new layouts, content and photography, while integrating Kreindler's unique archive of content derived from years of leadership in several important practice areas.

Jim earned his Bachelor of Science degree with honors from the University of Florida majoring in Marketing. Prior to specializing in marketing for plaintiffs' personal injury law, Jim wrote, filmed and produced dozens of corporate marketing and instructional videos as well as writing, designing, photographing, and programming numerous professional websites. This extensive background of writing, designing, shooting and editing has helped Jim and the firm meet numerous marketing goals, but always with a keen eye on the creative. Jim is a member of the American Marketing Association and the Legal Marketing Association.

Education

- University of Florida, B.S. Marketing

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