

# LISA CLONTZ

Communications & Marketing · Paralegal · Business Development

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STRATEGIST  
BUILDER  
CREATIVE

## PROFESSIONAL SUMMARY

Multi-disciplinary communications strategist, growth marketer, and paralegal with 12+ years building brands, communities, and distribution partnerships from zero. Grew brand presences to 600K+ organic followers (top 4% globally), secured major-brand distribution rights by cold-calling CEOs, and won Best Social Media in Texas at the 2025 TYRC Convention. Undeclared pro se in all legal matters across Texas and California courts, including the 14th Court of Appeals. Currently holding two concurrent roles as Paralegal and Communications & Marketing Manager. AI native. Psychology degree applied directly to consumer behavior, messaging strategy, and stakeholder communication. U.S. citizen based in Bastrop, TX.

## KEY ACHIEVEMENTS

### 600K+

Peak organic followers grown — top 4% globally

### Undeclared

Pro se legal record across TX & CA courts

### 1,000%+

BCYR membership growth in under 6 months

### 2x

SaaS user base doubled in 30 days, Zenbase CMO

### 3 Brands

E-commerce brands built, scaled & successfully exited

### 7,500+

Discord community built in 90 days, Web3 space

### \$11,000+

Raised from zero budget as chapter president

### 12+ Years

Consulting — brands, startups & law firms

### ★ Texas

Best Social Media Award 2025 TYRC Convention

## CORE COMPETENCIES

### MARKETING & GROWTH

- ▶ Full-Funnel Campaign Strategy
- ▶ SEO / SEM / Content Marketing
- ▶ Paid Ads — All Major Platforms
- ▶ Google Shopping Campaigns
- ▶ Email Marketing & Automation
- ▶ Brand Strategy & Identity
- ▶ Influencer & UGC Strategy
- ▶ Community Growth & Management

### LEGAL & BUSINESS

- ▶ Pleading Drafting (Inception–Trial)
- ▶ Motions, Petitions, Writs, Orders
- ▶ Discovery (All Requests & Responses)
- ▶ E-Filing: TX, Federal & CA Courts
- ▶ NDA & Contract Drafting/Review
- ▶ Deposition & Mediation Coordination
- ▶ Domestication of Foreign Judgments
- ▶ Paralegal — 10+ Practice Areas

### STRATEGY & TECHNOLOGY

- ▶ AI Native — Rapid Tool Adoption
- ▶ B2B Sales & CEO-Level Closing
- ▶ Account & Client Management
- ▶ Web Development & UX/UI
- ▶ Cross-Platform Social Media
- ▶ Analytics & Performance Reporting
- ▶ Project & Stakeholder Management
- ▶ Public Speaking & PR

## PROFESSIONAL EXPERIENCE

\* Currently holding two concurrent roles at Ringel & Brymer, PLLC

### Marketing, Fundraising & Awards Consultant

Bastrop County Best Awards — Bastrop, TX | 2026 – Present

- Retained to lead marketing, fundraising, and event strategy for Bastrop County's official awards show — managing brand, sponsor outreach, community promotion, and full event execution for a county-wide civic institution.

### Communications & Marketing Manager | Public Liaison

Ringel & Brymer, PLLC — Bastrop, TX | March 2025 – Present (Concurrent Role)

- Develop and execute all external communications, SEO, content marketing, and social media strategy; serve as primary community liaison representing the firm at Chamber of Commerce luncheons, Rotary meetings, and B2B networking events to build referral relationships and convert community presence into retained clients.

### **Paralegal**

*Ringel & Brymer, PLLC — Bastrop, TX | October 2024 – Present*

- Draft entire lawsuits from inception to trial: pleadings, petitions, applications, writs, motions, and proposed orders across business, contract, civil, criminal, family, real estate, estate, class action, and probate law.
- Draft and respond to all forms of discovery: interrogatories, requests for production, requests for admission, and depositions; handle mediation preparation and coordination.
- E-file in Texas state courts, federal courts (PACER / CM/ECF), and California superior courts; experienced in domestication of foreign judgments; manage case files, client intake, billing, and legal research via MyCase.
- Draft letters of demand, NDAs, and complex transactional documents; manage monthly subscription national business clients.

### **Legal Assistant**

*Racusin & Wagner LLP — Bastrop, TX | December 2023 – November 2024*

- Supported three attorneys in estate, probate, civil, family, immigration, and real estate law; drafted legal documents, managed cases, handled court liaison, client intake, billing, and docketing.

### **Marketing & Communications Consultant**

*LC Digital Marketing, LLC — Remote / Texas | February 2014 – Present (12 Years)*

- Delivered full-funnel growth strategy — SEO, paid advertising across all major platforms (Google, Meta, TikTok, X/Twitter, Snapchat, Pinterest, YouTube, Amazon, LinkedIn, Clapper), email marketing, content strategy, branding, and community growth — for B2B and B2C clients.
- Grew client and personal brand presences to 600K+ organic followers globally (top 4% worldwide); built Discord communities to thousands of active members.
- Cold-called and closed distribution partnerships with CEOs of TruGolf, QuietCat, OptiShot, and other major brands — securing e-commerce distribution rights and building full branded online stores.
- Provided Board Advisory services and strategic counsel to early-stage founders and scaling businesses.

### **Founder & CMO — Lovable Curves**

*Founder Institute Silicon Valley (Adeo Ressi Cohort) | 2019 – 2020*

- Invented a first-of-its-kind shapewear hardware product; achieved viral growth — tens of millions of views, 600K+ organic followers, 4,000+ waitlist orders — before COVID collapsed manufacturing and the founding team.

### **Chief Marketing Officer**

*Zenbase — Remote | October 2022 – December 2022*

- Built brand from zero as startup CMO; drove user base growth within 30 days using integrated content, community, and growth strategy with zero paid media.

### **Chief Marketing Officer**

*Flowell Inc. — Remote | March 2022 – September 2022*

- Directed full brand build: identity, web development, A/B testing, email funnels, UX/UI, crypto token launch marketing, and social SOPs for a Web3 fitness DApp startup.

### **Chief Marketing & Communications Officer**

*JAWS NFT / HTX Labs — Remote | November 2021 – March 2022*

- Grew Discord community to 7,500+ members in 90 days via mystery/curiosity campaign targeting BAYC and CryptoPunks communities on X/Twitter; earned Taco Bell brand participation organically with zero paid media.

### **Marketing & Communications Manager**

*Lamb of God Lutheran Church & Preschool | June 2021 – November 2021*

- Managed full communications: social media, email, web development, YouTube live streaming, SMS marketing, and event coordination.

### **Marketing Manager**

*Diablo Creek Golf Course — Bay Area, CA | 2015 – 2021 (6 Years)*

- Led all social media, email, web, branding, and content marketing over six years; built and maintained strong relationships with corporate accounts and members.

### **Director of Communications**

*Academy of Mindful Psychology* | 2014 – 2015

- Launched multi-platform social media campaigns establishing the organization’s digital brand presence from scratch.

### **Demo Specialist & Top Sales Associate**

*WDS Warehouse Demo Services (Costco) — California* | 2010 – 2015

- Delivered live in-person product demonstrations and sales pitches; consistently won top sales awards month-over-month.

### **Sales Associate — Top Sales & Employee of the Month**

*Victoria’s Secret | Aeropostale — California* | 2008 – 2012

- Top sales employee at both retailers; Employee of the Month at Aeropostale in first month. Sales, in-store marketing, and product management.

### **Food Service & Prior Hospitality Roles**

*Outback Steakhouse & Additional Roles* | 2006 – 2008

- Customer service and hospitality; prior work history also includes in-home childcare and additional sales and service roles.

## **LEADERSHIP & COMMUNITY**

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### **President — Bastrop County Young Republicans**

*Volunteer Leadership Role — Bastrop, TX* | Current

- Rebuilt a fully dormant chapter from zero: grew membership 1,000%+, raised \$11,000+ from no starting budget, doubled social media following, and organized the chapter’s first-ever fundraiser.
- Won Best Social Media in Texas at the 2025 TYRC Convention, outperforming all other Texas chapters. Serve as public spokesperson and government liaison.

### **Member — Bastrop Chamber of Commerce**

*Bastrop, TX* | Current

- Active participant in monthly networking luncheons and Alive After Five events for B2B community and client relationship development; serves as firm liaison for Ringel & Brymer, PLLC.

### **Member — Bastrop Rotary Club**

*Bastrop, TX* | Current

- Active Rotary Club member; community service and professional networking in the Bastrop area.

### **Volunteer — Lutheran Church Missouri Synod (LCMS)**

*Ongoing Volunteer Service* | 20+ Years

- Over two decades of active volunteer service within the Lutheran Church Missouri Synod — communications, community outreach, events, and ministry support across multiple congregations.

## **EDUCATION**

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### **B.S. Psychology** · GPA 3.5–4.0

*California State University East Bay* | 2016

### **Associate Degrees — Arts & Humanities · Natural Science · Psychology · General Education** · GPA 3.5–4.0

*Diablo Valley College* | 2014

### **Entrepreneurial & Business Operations Program — FI Alumni**

*Founder Institute, Silicon Valley* | 2020

## **ACHIEVEMENTS & PUBLICATIONS**

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- Undefeated Pro Se — All legal matters argued pro se in Texas and California, to date, including the 14th Court of Appeals; civil fraud, landlord-tenant, and corporate dispute wins.
- E-Commerce Founder — Built, scaled, and successfully exited three independent e-commerce brands as a solo operator, including premium eBike and indoor golf simulator stores with major-brand distribution rights secured directly.
- Best Social Media in Texas — 2025 TYRC Convention, outperforming all Texas Young Republican chapters.

- 600K+ Organic Followers — top 4% globally; viral product launch with tens of millions of views and 4,000+ waitlist orders.
- Published Author — Mompreneur Memoirs (as Lisa Kuntze, on Amazon); featured contributor, Entrepreneurs Playbook anthology.
- Keynote Speaker — MidWestCon 2022 & SDCon 2022; guest on podcasts and featured in media articles.
- Music on iTunes · Visual Artist & Avid Painter · YouTube Partner

## SKILLS & CERTIFICATIONS

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**Sales & BD:** Consultative Sales · B2B & B2C · Cold Outreach · CEO-Level Closing · Contract Negotiation · Account Management · Paid Advertising Implementation (Google, Meta, TikTok, X/Twitter, Snapchat, Pinterest, YouTube, Amazon, LinkedIn, Clapper — all major platforms)

**Legal & Paralegal:** Full Lawsuit Drafting (Inception to Trial) · Pleadings · Petitions · Applications · Writs · Motions · Proposed Orders · Letters of Demand · NDAs & Contracts · All Discovery (Requests & Responses) · Deposition Coordination · Mediation Prep & Coordination · E-Filing (TX State, Federal PACER/CM/ECF, CA Superior Court) · Domestication of Foreign Judgments · MyCase · Client Intake & Billing

**Digital & Platform:** SEO · SEM · Google Shopping · Instagram · TikTok · X/Twitter · YouTube · Discord · LinkedIn · Snapchat · Clapper · Pinterest · Facebook · Amazon Affiliate · Shopify · UX/UI Design · Web Development · Email Marketing · Funnel Building

**Technical:** AI Native (Rapid Adoption & Implementation) · Google Suite · Microsoft Office · Adobe Suite/Photoshop · Figma · CRMs · Automation Workflows · Web Development

**Certifications:** Certified Texas Notary · TABC Certified · Food Safety Certified · Suicide Prevention Certified · AI Engineering · YouTube Partner

## REFERENCES

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*LinkedIn recommendations: [linkedin.com/in/lisa-clontz-b69b253b](https://www.linkedin.com/in/lisa-clontz-b69b253b)*

**Alex Monroe**

SpaceX Bastrop | (920) 266-7543

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**Joseph Fernandez**

Diablo Creek Golf Course — Long-Term Client

**Tony Kobak**

Pastor / Former Employer | (832) 373-5532

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