

A portrait of Morgan Casper, a woman with long brown hair, smiling. She is wearing a grey blazer over a black top. The background is a blurred office interior with large windows.

## Morgan Casper

Associate

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### Key Practices

Business and Commercial  
Litigation

Administrative and  
Government Law

Construction Law and  
Litigation

Family Law and Divorce

### Admissions

State Bar Admissions  
SC

### Education

University of South Carolina  
(B.A., 2017)

Suffolk University Law  
School (J.D., 2022)

Morgan grew up in Northport, New York and moved to Charleston after graduating from law school in Boston, Massachusetts. She joined Rosen Hagood in the fall of 2023 as Marketing Director, with her primary focus remaining in this role. After being admitted to practice law in South Carolina the following year, she also began working as an associate attorney with the firm.

Prior to attending law school, she worked in the marketing department at Vehicle Tracking Solutions, now IntelliShift, before leaving to freelance full-time. She continued freelance writing and working part-time as a Marketing Coordinator for CartoLab throughout law school. After graduating from law school, she spent a year working as a freelance writer and marketing consultant for law firms before moving to Charleston and joining Rosen Hagood.

She graduated from Suffolk University Law School with a concentration in Intellectual Property. During law school, she worked as a Student Attorney in the Suffolk Law Intellectual Property and Entrepreneurship Clinic. Morgan graduated with a Bachelor of Arts degree in English from the University of South Carolina and also holds an FAA Part 107 Remote Pilot Certificate.

She is actively involved with the Legal Marketing Association (LMA), serving as the Programming Director for the South Carolina local steering committee and as an editor on the Strategies & Voices Editorial Committee in 2025. She has been a featured speaker at key industry events, including presenting on a panel about SEO and PR for law firms at the LMA Southeast Conference in Charlotte and participating in a panel for the Boston Bar Association discussing digital marketing tactics for law firms, specifically focusing on blogging, SEO, and social media.

## Experience

- “Cracking the Content Code – Amplify the Value of Your Firm’s Content with Great Storytelling and Thoughtful SEO,” **LMASE Regional Conference**, September 2024
- “6 Essential Steps for Elevating Your Law Firm Through SEO Blogging,” **Strategies & Voices – Legal Marketing Association**, March 2024
- Social Media Marketing Panel, Boston Bar Association, February 2024

## Involvement

- South Carolina Bar Association
  - Young Lawyers Division
- Legal Marketing Association
  - Strategies & Voices Editorial Committee -2025 Editor
  - South Carolina Local Steering Committee – 2025 Programming Director