



Creative  
listening.  
Creative  
answers.

## PAMELA A. RADKE

### TALENTS AND STRENGTHS

- Creates marketing communications that increase client's business.
- Writes award-winning strategies, website content, advertising campaigns, blogs & promotions.
- Wins new business & keeps it.
- Strong "team player."
- Outstanding speaking & presentation skills: smart, witty, empathetic.
- Ten years experience in the African-American market.
- Twenty years experience in the healthcare market.

### PROFESSIONAL EXPERIENCE

#### CURRENT EXPERIENCE

**Radke Creative Communications LLC, Chicago, IL, 2003-present, President/Creative Director**

**Strategic development, writing, & production for the marketing & communication needs of advertising agencies & corporate clients.**

**Hospital & Healthcare clients;** Scripps Health, MedStar Health, Geisinger Health, System, Holy Cross Hospital, Sherman Health, Methodist Hospital, Sacred Heart Hospital, Dean St. Mary's Cardiac Health, US Labs, Carle Clinic, Northwestern Healthcare, Northwestern University Feinberg School of Medicine, Northwestern Women's Health Research Institute, Springboard Brand (healthcare agency), SPM Marketing (healthcare agency), Media Directions (medical marketing agency), WriterGirl (healthcare content experts)

**General Market clients:** Carol H. Williams, Colman Brohan Davis (CBD), Eddie Bauer, ShopKo, Rewards, Network, Rhea & Kaiser, The Baird Group, DJB Communications Group, Project 86, Robert Viola Partners, Arbor Strategy Group, RJ Dale, Illinois Lottery, Jewel-Osco, Office Max, Polaris Creative Partners, MidAmerica Bank, SuperValu, Sanchez & Associates, Moveo, Featherfist (website)

#### PRIOR EXPERIENCE

**Burrell Communications Group, Chicago, IL, Creative Director**

**Sears:** image & promotional. **McDonald's:** image & promotional. **Procter & Gamble:** Crest, Pantene, Tide, NyQuil. Won a new product assignment from the **Polaroid Corp.** Introduced Polaroid's "Talking Camera" to the General Market, and African-American market. **Prudential Foundation, Ariel Capital Management, K-Mart, Schlitz Malt Liquor, Ford Motor Co., Coca-Cola USA, L'eggs, Bell Atlantic, Verizon, Kellogg's, Soft Sheen**

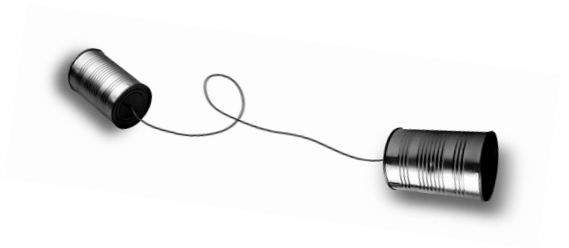
**Freelance Unlimited, Chicago, IL, President/Creative Director**

Strategic development, writing, & production for the marketing & communication needs of advertising agencies & corporate clients. **DDB:** Michelob Dry & National Dairy Board. **Burrell Advertising:** McDonald's, Coca-Cola USA, Ford Motor Co. **Tatham/RSCG:** Kibbles' n Bits, new business. **Saffer/David Cravit:** Montgomery Ward. **Lotte, Inc.:** Koala Yummies, **Homemakers Furniture, Sunstone Jewelry.**

**Young & Rubicam LTEE, Montreal, Canada, Associate Creative Director**

Responsible for all English advertising: **Johnson & Johnson:** Band-aid, Stayfree, **Lipton:** soups, pasta products.

**Foote, Cone & Belding, Chicago, IL, Creative Director**



Won the **Sunkist** Natural Soda & Sunkist Vitamin business. Won the **Frito-Lay** Delta Gold Potato Chip business. Won the **Molson Brewery** business. Introduced Coors, Coors Light, Brador, & Moosehead beers into the Canadian market. **First Chicago, Adolph Coors Co.**

**Benton & Bowles**, New York, NY, **Creative Supervisor**  
**General Foods:** Gravy Train, **Procter & Gamble:** Bounce.

**Leo Burnett**, Chicago, IL, **Copywriter**  
**Starkist:** 9 Lives Dry Catfood; **Kellogg's:** Graham Crackos; **Procter & Gamble:** Lilt.

**EDUCATION**            **Northwestern University, Medill School of Journalism**, Evanston, IL  
Bachelor of Science in Journalism, with Honors.  
Master of Science in Journalism, with Honors.

**AWARDS**                **Addy Gold Awards:** Molson Breweries, First Chicago  
**Telly Awards:** Healthcare advertising  
**Aster Awards:** Healthcare advertising  
**Health Care Communicators of San Diego Awards:** Gold & Silver

**ETCETERA**            **Steady Rocking Music, Inc.** - Lyricist/Music Publisher, ASCAP Member  
**Radio/TV Voice-over**, SAG and AFTRA  
**Poet/Author** - Graduate of the Molly Daniel's Clothesline Method writing school,  
University of Chicago.

**WEBSITE**              [www.radkecreative.com](http://www.radkecreative.com)