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Summary

A professional career characterized by increasing responsibilities and varied experiences in marketing, public relations, advertising, promotions, sales and e-commerce with an emphasis on creative solutions that get results.

Experience

U.S. Cellular

Green Bay, WI

Retail Wireless Consultant

2007 - Present

Responsible for providing superior customer satisfaction in an effort to achieve store and budget objectives.

- Directly responsible for assisting new and existing customers, creating the ideal customer experience with each customer interaction.
- Involved in numerous community marketing initiatives, special events and sponsorships.
- Troubleshoot and resolve problems related to equipment, billing, roaming and service; and changes in vertical services.
- Handle the daily operation of the retail facility, including opening, closing and cash management.

ERA Titledown, REALTORS

Green Bay, WI

Director of Marketing

2005 - 2006

Led marketing efforts for largest area REALTOR, plus related mortgage, relocation and title companies.

- Managed staff of seven, taking real estate listings from the moment they came in, through entire marketing process, until they sold or expired.
- Acted as in-house ad agency for 130+ real estate agents helping with personal marketing needs.
- Wrote ad and press release copy, as well as designed brochures, postcards, ads and other collateral.
- Oversaw \$600,000 annual marketing budget, negotiated media contracts and placed media buys.
- Constantly evaluated new opportunities to market the company, properties and individual agents.

Weidner Center for the Performing Arts

Green Bay, WI

Director of Event Marketing and e-Commerce

2002 - 2005

Marketing point person for events and image campaigns of a major performing arts center.

- Created and executed ad plans, developed and coordinated promotions and handled media relations for shows coming to the Weidner, often acting as spokesperson.
- Worked with area media to secure \$200,000+ in in-kind and trade sponsorships each year.
- Part of the senior management team, responsible for the overall planning and course-setting.
- Expanded the Center's internet capabilities, including better site design, major content enhancements and new revenue streams. Also overhauled the email marketing program and grew the database 500%.
- Managed staff of five involved in web design, graphic design, group sales and advertising coordination.
- Utilized my strong writing and proofreading skills on a variety of projects, including newsletters, brochures, print ads, broadcast scripts, press releases and direct mail pieces.

Gannett Wisconsin Newspapers

Green Bay/Oshkosh, WI

Online Sales Manager - Gannett Wisconsin Group

2001 - 2002

Key online sales contact for regional group of 10 newspapers in Northeast and Central Wisconsin.

- Planned and developed sales collateral and promotions (newspaper & other media) for online programs, in conjunction with marketing department.
- Trained print and online sales representatives about the online products and strategies for selling them.
- Took training into the field by going on sales calls with reps and participating in sales meetings.
- Regularly communicated with management to ensure that sales initiatives and goals were being met.

Online Manager - Green Bay Press-Gazette

1999 - 2001

Oversaw the staff, content, advertising sales and budget of a local daily newspaper website.

- Managed staff of three (two production and one sales).
- Led site redesign resulting in increased revenue, more traffic and a Gannett corporate award of excellence for PackersNews.com, one of the leading NFL news sites.
- Worked with various departments throughout the paper on Y2K planning to ensure that backup systems were in place to disseminate the news.

Wisconsin Timber Rattlers

Appleton, WI

Marketing Director

1996 - 1999

Planned and implemented all facets of marketing strategy for award-winning minor league baseball franchise.

- Worked closely with corporate sales department to develop promotions that were both creative and fun for the fans, and effective in building awareness for the sponsor.
- Bolstered team image and awareness in the community through press releases, media appearances and speaking engagements.
- Developed and implemented advertising campaigns through print and broadcast media, including all concept generation, writing and media buying. Won 1997 Addy Award for television campaign.
- Utilized desktop design skills to create collateral materials such as brochures, posters and programs.
- Developed content and coordinated layout for team website, including internet broadcast of games.
- Co-managed promotions staff of nine to put on a fun, family-oriented fan experience 70 nights per year.

Wagenblast & Associates

Green Bay, WI

Assistant Account Manager

1994 - 1996

Carried out a wide range of advertising, marketing and PR duties for a Green Bay ad agency.

- Designed and created collateral materials for clients including brochures, newsletters, direct mail, newspaper/magazine advertising and point of purchase.
- Assisted clients with PR/image campaigns to generate visibility for their company, event or product.
- Coordinated projects from concept to completion to assure that results exceeded client expectations.
- Oversaw direction of projects including photo shoots, press checks and special events.

Cleaning Systems, Inc.

Green Bay, WI

Marketing Coordinator

1992 - 1994

Managed all marketing activities for a multi-million dollar manufacturer of cleaning solutions.

- Coordinated advertising and PR with industry trade magazines and managed design and production of all company literature.
- Implemented new promotional program to aid distributors and increase sales.
- Made all arrangements for annual national and regional trade expositions.
- Researched and implemented customer lead response system to improve CRM.

ComedyCity

Green Bay, WI

Performer

1991 - Present

Ensemble actor in improvisational comedy shows and workshops.

- Help train new performers and aid with rehearsals.
- Run teamwork and communication skills workshops for businesses, schools and other groups.
- Organize special events such as highly successful 28-hour comedy marathon to benefit cancer charities.

Education & Skills

B.A. Communications (media emphasis) - History Minor

St. Norbert College

1992 - Cum Laude

De Pere, Wisconsin

Comfortable with both Mac & Windows platforms. Proficient with Microsoft Office Suite, Quark Xpress & Adobe Creative Suite (Photoshop, InDesign, GoLive, Illustrator). HTML/web design experience, including Dreamweaver.