

Alison Radke

ASSOCIATE CREATIVE DIRECTOR - ART
CREATIVE LEAD + MENTOR

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About Me

I pride myself in my ability to create and collaborate; empowering teammates and developing great work through a pragmatic approach. I'm a dedicated problem-solver who thrives best when the process includes a shared passion and accountability.

COMMUNICATION IS KEY | TOGETHER EVERYONE
ACHIEVES MORE | ... you get it!

I crave challenges that involve concepting, developing and producing high-quality, omnichannel work that drives engagement, while building trusted relationships among colleagues and clients.

Skills

Campaign Development
Team Leadership
Production Experience (BROADCAST, SOCIAL,
PRINT, ETC.)
Case Study Edits (WIN THOSE AWARDS)
Sizzle Reel Creation (HYPE THAT WORK)
Photoshop / Illustrator / InDesign (LONGTIMER)
Figma (DABBLER)
Google Slides / Keynote / Powerpoint
Slack / Teams / Zoom

Recognition

The Relaunch of Spicy Nuggets
2020 New York Festivals AME Awards:
1 Silver, 1 Bronze
2020 ANA REGGIE Awards: 1 Bronze

@Wendy's Wit
2018 One Show: Bronze Pencil

Wendy's Twitter Beef
2017 Cannes Lions: 2 Silver, 1 Bronze
2017 One Show: Merit
2017 Clio: Shortlist

#NuggsForCarter
2018 One Show: Gold Pencil
2017 Cannes Lions: 3 Silver, 1 Bronze
2017 Clio: 1 Silver, Shortlist

Experience

Huge Inc. | Fully Remote

Associate Creative Director

OCTOBER 2021 – FEBRUARY 2023

WORKED ON: Brooks Running, Squirrel Brand Nuts, Barclays

Reported directly to GCD(s) as a team lead, creating and overseeing integrated production for global brand campaigns. Fostered the growth of two direct reports with bi-weekly check-ins and an open line of responsive communication.

Freelance ACD | Chicago, IL

JANUARY 2021 – OCTOBER 2021

WORKED FOR: Arc Worldwide | VaynerMedia | VMLY&R | Zeno Group
WORKED ON: Birds Eye, Healthy Choice | Budweiser, Bud Select | Intel, Sam's Club | Rubbermaid, State Farm

Digitas | Chicago, IL

Freelance Associate Creative Director

JULY 2020 – DECEMBER 2020

WORKED ON: ALDI, Cottonelle

Concepted and executed national campaign work in the digital space, managing production from pre to post. Created content for weekly social needs and divisional markets.

O'Keefe, Reinhard & Paul | Chicago, IL

Associate Creative Director

DECEMBER 2019 – JULY 2020

WORKED ON: Chili's Grill and Bar

Concepted and created content for Chili's social platforms, working closely with strategy, account and production to help client connect and communicate with their organic social audience.

VMLY&R | Kansas City, MO

Associate Creative Director

JUNE 2018 – NOVEMBER 2019

WORKED ON: Wendy's, Danone US Two Good Yogurt, Blue Bunny

Joined the Wendy's account in 2015 to focus on digital/social activations and expanded into broadcast when the business grew to AOR. Provided creative support for additional clients and new business.

Senior Art Director SEPTEMBER 2014 – JUNE 2018

Art Director JUNE 2011 – SEPTEMBER 2014

Associate Art Director MARCH 2010 – JUNE 2011

Digital Studio Designer JUNE 2009 – MARCH 2010

WORKED ON: Wendy's, Gatorade, Southwest Airlines, Tropicana, Kellogg's, Frosted Mini Wheats, Special K, Kansas City Tourism, Jazzoo at the Kansas City Zoo, POGO Games, Microsoft, Cartoon Network, Colgate-Palmolive

Education

University of Kansas, 2009

BFA in Visual Communications

Minor in Art History