

# Joni J. Radaszewski

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## PROFESSIONAL SUMMARY:

Marketing and business development professional experienced in strategic planning and execution, implementing effective communication plans, project management and attorney coaching for client development and retention. In addition to my professional roles, I've long been involved in service to my industry through board positions.

## PROFESSIONAL EXPERIENCE:

### **Novack and Macey LLP**

*Director of Marketing and Business Development*

*(March 2017 – Present)*

- Create and execute business development initiatives for a mid-sized law firm
- Develop, manage and execute the marketing strategy
- Develop client development and retention plans
- Track and analyze industry and market trends to identify new business opportunities
- Coordinate events, panel/speaking engagements and sponsorships to increase attorney visibility
- Manage media relations

### **Honigman Miller Schwartz and Cohn**

*Business Development Manager*

*(June 2015 – March 2017)*

(Honigman acquired Schopf & Weiss LLP on June 1, 2015)

- Worked with firm leaders to create strategies and tactics to penetrate key clients and prospects
- Increased revenue through targeted pitches, proposals and cross-selling techniques
- Led lateral partner integration efforts for a rapidly expanding office

### **Schopf & Weiss LLP**

*Marketing Manager*

*(April 2013 – June 2015)*

- Provided marketing and business development strategy to a Chicago-based litigation firm
- Developed and drove the implementation of key initiatives including business plans, identifying prospects, pitch planning and lawyer training to enhance business development efforts
- Conducted research and analysis to help identify new business opportunities with existing and prospective clients; provided business intelligence on key competitors and marketplace trends
- Used social media networks to highlight accomplishments of attorneys and the firm
- Managed public relations efforts to raise the firm's profile in the legal market

**Seyfarth Shaw LLP**

Senior Marketing and Business Development Associate

(August 2008 – March 2013)

- Created responses to RFPs, customized pitches and presentations for a full-service law firm
- Planned, executed and managed marketing events, webinars, seminars and receptions
- Worked with leadership to identify target markets; developed focused mailing lists for use in event invitations, newsletters and client alerts
- Collaborated with the Public Relations Director and in-house graphic designers to develop messaging and collateral materials that were consistent with the firm and department objectives
- Created editorial calendars, press kits and monitored media outlets daily

**Seyfarth Shaw LLP**

Executive Assistant

(August 2006 – August 2008)

- Assisted the Chairman of the firm and its Chicago Office Managing Partner

**Perspectives, Ltd.**

Office Manager

(February 2000 – August 2006)

- Managed operations for a multimillion-dollar healthcare provider

**EDUCATION:**

DePaul University, B.A., Business Administration with a focus in Leadership

**OFFICE SKILLS:**

Microsoft Word, Excel, Outlook and PowerPoint

**PROFESSIONAL SKILLS:**

- Project management
- Team building and leadership
- Strong interpersonal skills

**ASSOCIATION LEADERSHIP:**

Legal Marketing Association's Midwest Regional Board Positions:

- Current Board Secretary and Director of Membership Engagement
- Past Co- chair, Programming Committee
- Past Co-chair, Logistics Committee