

Pamela Sakowicz Menaker

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Legal Marketing/ Public Relations Experience

Communications Partner, Clifford Law Offices

- *Responsible for all marketing and public relations for nationally prominent firm including business development
- *Conceived corporate image and branding marketing materials for firm and practice areas including television, radio, newspaper and internet presence including developing creative design and layout
- *Developer/author custom web site content, development, blogging, optimization to gain market position and help legal consumers as well as public image of lawyers through messaging and pro bono work
- *Develop custom interactive marketing strategies
- *Traditional print and online advertising and public relations
- *Conduct press conferences and media interviews/stories
- *Media training with clients and attorneys
- *Write/research op ed pieces and legal columns, speech writing
- *Prepare multi-media presentations at national meetings
- *Obtained firm CLE status and create annual live webinar program on a topic dealing with ethics of law that draws nearly 1,000 attendees
- *Create/write firm brochures, advertisements, program booklets
- *Winner of prestigious Burton Award for 2010 Best Law Firm Profile Award for law firm aviation brochure (“patterned after the Pulitzers”)

Marketing/Public Relations/Communications Associate, Clifford Law Offices; Robert A. Clifford & Associates; Corboy Demetrio Clifford; Williams Montgomery & John; Pfaff & Gill; Hedlund Hanley & John; Galvin Lewis Galvin & Seyring; Ryan & Ryan; Rinella & Rinella; Joseph Romano Law Firm

- *Extensive writing for legal publications and major daily newspapers
- *Conducting press conferences, organizing media blitzes and investigative stories
- *Writing/editing legal books, articles and columns

Production/Writing Experience

Producer/NewsWriter, ABC/WLS-TV, Chicago, 1978-1984.

- *Produced and wrote news, documentaries, news specials

Producer/Writer Tribune Entertainment/New York Times Corp., 1986.

- *Produced and wrote television pilot for news magazine program

Reporter, The Chicago Tribune, 1976-78.

- *Writing included political commentaries, news analyses and investigative reporting

Political Speech Writer, U.S. Department of Justice, Washington, D.C. summer 1975

- *Special Project: writer/coordinator of documentary on federal courts with American Bar Association.

Contributing Columnist, North Shore Magazine, Winnetka, Illinois, 1986-88
*Created and wrote lengthy monthly column that opens magazine profiling prominent and interesting figures and events in the Chicago area

Washington Correspondent, Southern Illinoisan and Alton Evening Telegraph, 1976
*Covered all governmental, education and economic matters of downstate Illinois

Legal Experience

Attorney, Clifford Law Offices, Chicago, Illinois 1991-present.
*Researched and wrote briefs, pre-trial motions on aviation crash cases

Attorney, part-time, Brinton & Fedota; Bollinger & Ruberry; William Harte, Ltd.; Abramson & Fox; Burke Bosselman & Weaver; Chicago, Illinois, 1984-1991.
*Researching and writing briefs, post-trial motions, preparing cases for trial on a freelance basis

Extern Attorney, Cook County State's Attorney, Consumer Fraud Division, winter 1984
*Argued motions in court, drafting pleadings, interviewed witnesses, researched legal issues of consumer interest, investigated consumer complaints

Law Clerk, Rinella & Rinella, Chicago, Illinois, 1974-76
*Answered court calls, prepared pleadings in the area of family law

Legal Education

Loyola University of Chicago School of Law
Juris Doctor Degree, 1984, licensed to practice, Illinois
Martindale-Hubbell, AV rated
HONORS: National Moot Court Team, 1983-84
Kosciuszko Foundation Fellow, New York
Appellate Practicum, briefed and argued cases before 7th Circuit Court of Appeals, Licensed to practice before 7th Circuit Court of Appeals

Graduate Education

Northwestern University Medill School of Journalism
Masters of Science Degree

Undergraduate Education

Northwestern University Medill School of Journalism
Bachelors of Science Degree
HONORS: Robert R. McCormick Scholar, Tribune Company
Dean's List

Faculty Appointments/

Northwestern University, Medill School of Journalism, Graduate School of Integrated Marketing Communications (IMC Program), "Consumer, Law and Ethics of Marketing," Adjunct Professor, Fall, 2005
Northwestern University, Medill School of Journalism, Graduate Program,

Reporting and Writing, Law of Journalism,
Adjunct Professor, 1987,1986, 1984
Northwestern University School of Law, Arlyn Miner Moot Court Judge,
March, 2006
Columbia College, Chicago, Reporting and Writing, 1980

Legal Affiliations

American Bar Association
Host Committee, Member, Annual Meeting, Chicago, 2009
Advisory Committee, Member, Annual Meeting, Chicago, 2004-05
Section of Litigation
Chair, Media Relations, 2001-02
Organized Town Hall Meeting moderated by Bill Kurtis, April,
2002
Chair, Unpublished References Committee, 2002-2003
Chair, Printed Materials Committee, 2003-04
Chair, Written Materials/Annual Meeting, 2004-05
Litigation Magazine, Editorial Board, 2002-present
Ethics and Professionalism, Committee Member, 2006-present

Chicago Bar Association
Judicial Evaluation Committee, Investigative Unit, 2007-present
Pro Bono Week Committee, Co-Chair, 2006
Member, 2005
Chicago Bar Record Editorial Board, Book Review Editor, 1997-present

Chicago Bar Foundation
Investing in Justice campaign for legal aid and pro bono organizations,
Organizational Committee, 2010
Marketing Committee, member, 2010-present

Illinois State Bar Association,
Assembly Member, elected 2010-present
Illinois Bar Journal, Editorial Board member, 2009-present

Illinois Trial Lawyers Association
Board of Managers, 2005-06
Medical Malpractice Committee, 2001-present

The Advocates Society, 2009-present
Marketing Committee Chair, 2010-present

Speeches

Attorneys Registration and Disciplinary Board (ARDC), Annual Meeting,
“Marketing and Legal Ethics,” Chicago, IL Oct., 21, 2010
Northwestern University, Medill School of Journalism, Legal Reporting class,
May 7, 2008
Public Relations Society of America, “Litigation Communications: Winning in
the Court of Public Opinion,” Chicago, Feb. 20, 2007
Northwestern University, Medill School of Journalism, IMC,
“Marketing and Communications Ethics in an Integrated World,”
Evanston, IL, May 18, 2005

Community Service Lawyers Lend-A-Hand to Youth, 9th Annual Barristers Big Band Benefit Ball,
Planning Committee, 2010
Illinois Bar Foundation, Benefit Co-Chair, Host Committee, 2006
Pro Bono Week Committee, Chicago Bar Association
Chair, 2006-07
Committee Member, 2005-06
Executive Board and Marketing Committee Chair, Chicago Pro Bono Center for
Disability and Elder Law, 2002-06
Northwestern University Reunion Committee, 2010
Appointed by University President, 2004-05
Loyola University School of Law Reunion Committee Chair, 2009

Legal Writings “‘Wrongful Adoption’ Gains Acceptance,” National Law Journal,
Sept. 28, 1992

Hobbies Second City, Improv, Writing and Acting Classes, 2002-2003
Improv Olympics, Chicago, 2003
Italian lessons
Yoga