



rick kamel

## Title:

Public Relations Strategist

## Strategic Partner:

Since 2000

## Responsibilities:

The story of brands. To identify opportunities for agency brands to shine, to gain public and media attention, to objectively and credibly reinforce the essence of their brand offering.

## Client Experience:

Fifth Third Bank – Financial services	St. Mary's Mercy Medical Center – Hospital
Leuco Tool Company – Cutting tools	Michigan State Chamber – Economic development
Fireworks City – Retail	MB Financial Bank of Chicago – Financial services
Indoor Billboard Association – Professional association	Michigan Association of HMO's – Professional assoc.
Chevrolet Motor Division – Automotive	General Growth Properties – Mall developer
Price Waterhouse Coopers – Accounting firm	Miller, Jonson, Snell & Cummisky P.L.C. – Law firm
Ford Motors – Automotive	Huntington Banks – Financial services
Kellogg's – Consumer products	Georgia Pacific – Paper products
Breakwater Tech. Consulting – Computer consulting	

## Professional Experience:

Marketing General Growth Properties, Grand Rapids, MI – Regional Vice President  
J.W. Messner, Grand Rapids, MI – Vice President Public Relations  
Media Relations Management Inc., Chicago, IL – President