



Raeker Communications LLC

Capabilities Statement

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Overview

Raeker Communications provides actionable and strategic communications and public relations consulting that will drive results.

NAICS

- 541820 - public relations services
- 711510 - independent writer

Core competencies

- **Strategic communications planning.** Together, we can create a roadmap for more effective communications, including setting goals, identifying audiences, and developing key messages.
- **Media strategy & media relations.** I can draft a news release quickly and provide you with the tools you need to connect more effectively with reporters and editors.
- **Content & message development.** I have extensive experience writing content for websites, social media, newsletters, talking points, news releases, and marketing materials (brochures, fact sheets, and infographics).

What sets me apart?

- I have professional communications experience (35+ years) across a range of issue areas (higher education, conservation, transit, public health, legalized cannabis), audiences (business to business, business to consumer, media), and print and digital platforms.
- I am a fast writer and strong project manager, delivering results quickly and effectively.
- I have expertise working across multiple communications channels.
- I can provide the personal touch you won't get with a larger firm.

Availability

- I am available for short-term or ongoing contracting opportunities to support your team's goals.