



Karen Kravtin Shadrick

August 24, 1963 - September 16, 2024

Karen Kravtin Shadrick, 61, of Evanston, Illinois, passed away peacefully and surrounded by love on September 16, 2024.

Born on August 24, 1963, in Columbus, Georgia, Karen was the youngest of the three Kravtin sisters and a cherished daughter of Ruth and Maurice Kravtin. She graduated from Hardaway High School and went on to earn her Bachelor's degree in Political Science from Tulane University, followed by her Master's in Advertising from Northwestern's Medill School of Journalism.

Karen enjoyed a distinguished career in advertising, culminating as a Senior Partner at Euro RSCG Tatham, where her creativity and leadership earned her recognition in publications from the Chicago Tribune to AdWeek. Celebrated as one of the "Advertising Ones to Watch," she was instrumental in launching successful campaigns for major brands and dedicated herself to mentoring emerging talent. Her commitment to her work was matched only by her love for her family and friends.

Karen was a devoted mother and a pillar of strength for her daughter, Melissa Shadrick, who considered her not only a best friend and greatest confidant but also her biggest supporter. She nurtured with love and served as a guiding force. Family was paramount; she and her husband, Dana A. Shadrick IV, built a wonderful life together over 37 years, filled with laughter, adventure, and

unwavering support for one another.

Karen's bond with her sisters, Patricia and Michelle, was a cornerstone of her life. As the youngest of the "Kravtin girls," she was lovingly dubbed "little KK" by her extended family. Patricia and Michelle provided steadfast support from the day she was born, sharing guidance, laughter, and boundless love with their little sister.

In her personal life, Karen was known for her caring and fun loving nature, open-mindedness and deep sense of curiosity. She embraced a wide range of interests, bringing an abundance of joy to those around her. She loved sunset catamaran rides and treasured trips to Door County, Wisconsin, where unforgettable family memories were made. Her enthusiasm for life extended to her passions for reading, creative writing, charity work, and travel.

Karen is survived by her devoted husband, Dana; her adored daughter, Melissa; her dear sister, Patricia Kravtin and husband Jonathan Horwitz; her late sister, Michelle Gary and husband Marc Gary; and her brother-in-law, Steve Shadrick and wife Jeri Shadrick. She was a loving aunt to Philip Gary and wife Amanda Resnikoff Gary, Tammy Friedman and husband Mark Friedman, Julian Horwitz and wife Shruti Sehgal, Leslie Horwitz and husband Jordan McNeile, and Tyler Shadrick and wife Sarah Shadrick, Scott Shadrick and wife Jasmine Shadrick, and Syd Shadrick. Additionally, she was a cherished great-aunt to Abby Gary, Miles and Marlie Friedman, and Arjun Horwitz.

Karen will be deeply missed.

A headstone dedication will take place at Riverdale Cemetery in Columbus, Georgia. Please contact arrangements@dasiv.com if you have any questions.

In lieu of flowers, donations may be made in her name to the National Scleroderma Foundation's research efforts at <https://scleroderma.org/>.

Arrangements by Inclusive Funeral Care, 773-370-2959 or www.InclusiveFuneralCare.com

Tribute Wall

KA

“ 4 files added to the tribute wall



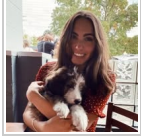
Karen Greenberg St. Amand - September 23, 2024 at 05:41 AM



“ 32 files added to the album Memories



Mel Shadrick - September 22, 2024 at 02:09 PM



“ 7 files added to the album Memories



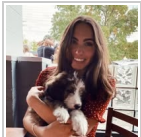
Mel Shadrick - September 21, 2024 at 06:10 PM



“ 1 file added to the album Career



Mel Shadrick - September 20, 2024 at 01:31 PM



“ 22 files added to the album Memories



Mel Shadrick - September 20, 2024 at 01:29 PM

PK

Such beautiful memories of my beautiful sister as she was surrounded and so deeply loved by her family.

Patricia Kravtin - September 21, 2024 at 12:39 PM

MG

Karen will be sorely missed by all of us who loved her deeply. She was my "baby sister" and she brought me joy and much laughter as she did everyone who knew her. May her memory always be a blessing.

Marc Gary - September 21, 2024 at 01:30 PM

GC

Karen was like another daughter to me. I will always love her dearly. She picked an adoring husband and had a beautiful, smart, loving daughter. I will never forget. My dear Karen, may you rest in the peace you deserve. I will always love you.

Gloria Cohen - September 21, 2024 at 03:07 PM

TZ

I am devastated to hear this news. Sending my love to the entire Shadrick and Kravtin family. ☐

Tracy Zirin - September 21, 2024 at 05:01 PM



It is completely heartbreaking to hear about Karen. She was a wonderful woman and good friend. I have countless memories that will always be dear to me.

Ted Greene - September 21, 2024 at 06:15 PM