

Danielle M. Smith
212 Windsor Park Ln,
Hendersonville, TN 37075
Daniellemsmith73@gmail.com
(412) 335-9540 – Mobile

PROFESSIONAL SUMMARY Award-winning radio journalist with more than a decade of experience in news, current affairs, and hosting a major market radio show. Excels in communications, news reporting, writing, audio editing, producing and radio sales.

Power 1360 WGBN – Pittsburgh, PA

ACCOUNT EXECUTIVE & ON-AIR PERSONALITY

04/2009 – Present

- Producer, host, and creator of weekly on-air public affairs show Good News, that spotlight national/local individuals making a positive impact.
- Hosted weekly on-air music show to promote local/national gospel artists. (2009 -2018)
- Working knowledge of digital audio systems (Audacity, Pro Tools and Adobe Audition)
- Active community member that serves as station liaison and emcee for events.
- Strategize with business clients to create content that delivers true value to WGBN’s target audience while utilizing commercials, interviews, and social media.
- Created upscale initiative for new/existing clients to participate in a 30-minute interview.
- Attain budgeted revenue goals through effective solicitations, promotions, and service
- Cultivated client relationships that resulted in 50% company growth and increased productivity.
- Seasoned copywriter and polished voiceover for national/local commercials.
- Responsible for developing sales strategies that benefit the business and consumer in a win-win relationship.

Power 1360 WGBN – Pittsburgh, PA

ACCOUNT EXECUTIVE

09/2007 – 03/2009

- Generates revenue through business-to-business sales of commercial air-time
- Manage sales accounts within client’s budget while meeting and exceeding sales goals.
- Develop new business through selling commercial advertising time and other station products by reaching out to local businesses and other advertisers
- Troubleshoots and follows up on business client concerns.
- Customizes proposals and campaigns for clients.
- Works with local and national advertising agencies.
- Write, create, voice and produce commercials for clients which succeed in driving sales and increasing revenues
- Analyzed sales and financial performance to understand company needs and future goals.
- Retain current business and develop new business contacts

AUDIO JOURNALIST

- Interviewed national and international newsmakers about stories that impacted the African American community. Gathered sound, edited and produced reports for national broadcast.
- Produced live news and sports for national broadcasts and company website.
- Audio Journalists for national news feeds and pre-recorded shows.
- Developed and maintained effective working relationships with national public relations representatives.
- Created and uploaded news/entertainment/sports/political content for network social media accounts (Facebook, Twitter & company website).
- Experience using WordPress, Pixlr Editor, audio players, embed codes and audio capture tools.
- Produced and voiced features and stories for national broadcast.
- Anchored daily live breaking news for local affiliated radio stations.

AWARDS & RECOGNITION

- Captured first place honors in the Radio/Public Affairs category for a Robert L. Vann Media Award from the Pittsburgh Black Media Federation for feature interview “SisterFriend Provides Feminine Care Products to Homeless Women.” (May 2017)
- New Pittsburgh Courier 2016 Women of Excellence Awardee
- Community Spirit Award for Excellence in Broadcast Journalism from North Side Institutional Church (2013)

SOFTWARE/TECHNICAL SKILLS

- Audacity Editing Software, Newsboss, Vox Pro, Adobe Audition, Scott Automation System, Shortcut, Cool Edit Pro, Sony IC recorder, JVC TV Camera, Microsoft Word, Power Point, Excel, Microsoft Office, Oracle, Leapfile, AP PrimeCuts, AP Soundbank, APImages.com FTP Site, ISDN line, Broadcast Console, PIXLR.com (Editor) and HTML, WordPress, AP Style

COMMUNITY INVOLVEMENT

- Community Producer/Host – Good News with Danielle Smith
PCTV 21 (Comcast) (Verizon 47) – February 2017 – June 2017
Created/Produced/Hosted 30-minute Community Public affairs show that spotlights individuals, groups and organizations that are making a positive impact in Pittsburgh, PA
- Contributing Writer for the Soul Pitt Magazine, (Fall 2009 to Fall 2016)

PROFESSIONAL MEMBERSHIP

- Communications Board Member for the Functional Literacy Ministry of Haiti. Control the content of the website <https://www.flmhaiti.org> (April 2017 to Present)
- Member of the Pittsburgh Black Media Federation (2010 -Present)
- Member of the Nashville Association of Black Journalist (December 2021 – Present)

EDUCATION

Bachelors of Arts (BA) in Broadcasting – Point Park University, Pittsburgh, PA