

Tonja Fraser

Llano, TX 78643

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Work Experience

Office Manager, Traffic Continuity Manager, Promotions Manager

Media Railyard-Llano, TX

August 2023 to October 2025

This is a very simplified version of my duties at the stations.

General office management duties:

- Clerical, email correspondence, supplies, cleaning

Commercial Traffic Manager: facilitated commercials coming "through the chute" by...

- Training our account managers in using our workflow software, helping them to determine the proper type of contract, entering and sending these contracts in proposal format to potential clients, then follow through to client signature

• At this point in the process, I took over to facilitate and ensure the contract/order went through our software system, to the next stage, being production of the commercial, then on to scheduling and making sure their commercials were played at the proper times and the proper number of times per their contract. Made sure expiring commercials were refreshed and new ones produced and in our systems and ready for on-air play

• Coaching account managers through follow up with clients once contracts have been signed, as well as keeping their commercials fresh and updated

• Daily monitoring of commercial "traffic" to ensure contracts are fulfilled so billing can be performed each month. Making sure any missed spots were "made good" in our system per contract

Monthly Billing and Accounts Receivable

- Ran monthly billing reports and prepared them for either email or traditional mail to our clients
- Entered payments/credits/etcetera into our workflow/billing system

Promotions Manager

- Scheduling and facilitating live broadcast events
- Helping account managers sell and enter a minimum number of sponsors per event
- Scheduling our commercial breaks during live events to facilitate sponsor contracts
- Arranging for merchandise giveaways

Community Calendar

- Sourcing, writing, voiceing, recording, producing community calendar event spots/commercials, then putting them "through the chute" and into our systems for on-air play

Graphic Design

- I created over 50 custom posters for promotion of various sports events and radio show promotions

Non-profit & Community Liaison

- Develop and facilitate relationships with local non-profits in order to help them promote their community events

Website & Social Media

- Utilized Air platform and templates to create and manage websites for both radio stations
- Ran Facebook pages for both radio stations

Peer Support Specialist

Hill Country MHDD-Llano, TX
October 2022 to April 2023

This is a form of counseling/support offered in many mental health clinics that does not require a certification. It's offered as a secondary level of support working in tandem with therapists and psychiatrists. It's peer-to-peer structured and usually hired based on education and life experience.

Retail Management

Various-Texas, Illinois
1999 to January 2005

I've held sales associate, keyholder and management positions in various companies over the years including: J Crew, American Eagle, Walgreens.

This includes all aspects of merchandising, customer services, point-of-sale, daily reports and sales projections, scheduling, interviewing/hiring/managing sales associates

Job Placement/Human Resources

Heartland Community College-Bloomington, IL
August 1995 to May 1997

This was a part-time "work study" position I basically created for myself in the administration/admissions office while I was pursuing my Associates Degree in the 90s. I created and implemented a job/career board for students to interact with local employers. I also helped students with filling out job applications.

Education

Geographic Information Systems (One class short of two year degree)

Austin Community College-Austin, TX
August 2010 to May 2015

General Studies with Emphasis on Sociology & Mental Health (Associate in Science)

Heartland Community College-Bloomington, IL
August 1995 to May 1997

High school diploma or GED

Normal Community High School-Normal, IL
1984 to 1986

Skills

- Training & development
- Website management
- ArcGIS
- Google Workspace
- Attention to detail
- Computer literacy
- CRM software
- Event planning

- Adobe Photoshop
- Appointment scheduling
- Audio and Video Processing
- Technical Proficiency
- Retail sales
- Office experience
- Graphic design
- Microsoft Word
- Teamwork
- Administrative experience
- Contract negotiation
- Content management systems
- Greenhouse experience
- Photography
- Clerical experience
- Office management - Office management experience (1-2 years)
- Time management
- Word processing
- Records management
- Google Analytics
- ArcView
- Contracts
- Driving
- Staff supervision
- Canva
- Productivity software
- Professional art or design
- Account management
- Communication skills
- Experience with individuals with mental health conditions
- Accounting systems
- Fashion retail
- Editing
- Interior design
- Contract management
- Processing cash transactions
- Office supply management
- Mobile devices
- Computer operation
- CRM system proficiency

- Staff training
- AI
- Facebook
- Team management
- Filing
- Organizational skills
- Community engagement
- Microsoft Excel
- Data entry
- Adobe Creative Suite
- Personal vehicle (delivery method)
- Grammar Experience
- Marketing
- Office record organization
- Customer service
- Safe work practices
- Content creation
- Marketing analytics
- Art direction
- Computer skills
- Windows
- Multitasking
- Leadership
- English
- Retail management
- Office activity coordination
- Social media management
- Advertising sales
- GIS
- Microsoft Office

Certifications and Licenses

Driver's License

Groups

Llano Community Theater

March 2024 to Present

I'm involved in many aspects of our local theater including small acting roles and promotion events performances, but mostly stage and prop management.

Additional Information

- I have a couple years of experience with creating, organizing and managing the talent hospitality area for a local 3 day music festival.
- I've worked with several different proprietary software systems and am very proficient with and very much enjoy learning new ones

Some examples of software & systems I've used...

- Google Wokspace (most recently)
- Microsoft Office environment (It's been a while but I can refresh my memory pretty quickly)
- Adobe Creative Suite (mostly Photoshop)
- Canva Pro
- Radio Workflow
- Aiir
- Playout One
- ESRI GIS Software (ArcMap, ArcInfo)