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BROADCAST EXPERIENCE



103.9 The Fox / WFXF – Crystal Lake, IL
On-Air – Feb 2013 to Nov 2014

- Afternoon drive host, remote broadcast, interviews, voice-over, audio production, video production, organize promotional events, manage part-time and intern staff, board op



JBTV Music Television / WYJS – Chicago, IL
Producer – Aug 2012 to Mar 2013

- Database management, social and website content, camera operation, event/audience coordination



Star 105.5 / WZSR – Crystal Lake, IL
On-Air – May 2011 to Feb 2012

- Weekend & fill-in host, voice-over, audio production, video production, board op



95.9 The River / WERV – Aurora, IL
On-Air & Videographer – Aug 2008 to Jan 2011

- Weekend & fill-in host, voice-over, audio production, video production, board op, promotions

JOB SKILLS / QUALIFICATIONS

On-Air ♦ Broadcast/Interactive Sales ♦ Email Marketing ♦ Social Media Marketing/Content Video Production (Final Cut, Avid, Premiere) ♦ Podcast Production ♦ Live Streaming ♦ Copywriting Remote Broadcast ♦ Radio Syndication ♦ Audio Production (Adobe Audition) ♦ Database Mgmt NexGen Operation ♦ Management ♦ Blogging ♦ SEO ♦ SEM ♦ Graphic Design (Adobe Photoshop) Internship Coordination ♦ Event Planning/Mgmt ♦ Affiliate Sales ♦ Press Releases ♦ MS Office Website Management ♦ Contract Negotiations ♦ Google Analytics & Search Console ♦ Teaching

EDUCATION

DePaul University

Bachelor of Arts - Marketing

Illinois Media School

Certificate - Radio Production

OTHER WORK EXPERIENCE

Spectrum Communications & Consulting

Digital Marketing Account Manager - Apr 2017 to present

- Determine what online marketing program will work best for clients and provide consultation
- Execute monthly audits of client websites, providing continual SEO/SEM guidance and advice

JET Advertising

Digital Marketing Manager - Dec 2015 to Apr 2017

- Manage PPC (pay-per-click) campaigns for clients using Google AdWords & Bing Yahoo Ads
- Create social media campaigns on Facebook, Twitter, and LinkedIn to strengthen client's brand

Bectran Inc.

Marketing Specialist - Aug 2015 to Dec 2015

- Managed all online marketing initiatives (E-blast, Press Releases, E-book, Newsletters, Social Media)
- Prospected for new leads via online, phone, and industry trade shows

Illinois Media School

Instructor - Nov 2014 to Aug 2015

- Taught college level courses on broadcasting and digital media
- Created and followed through on individualized lesson plans

NextMedia

Interactive Brand Manager - Jan 2011 to Nov 2014

- Led management team with all online branding and marketing for launch of a new radio property
- Facilitated all aspects of interactive sales and marketing for northwest Chicago region of company
- Created daily content for digital marketing using Mailchimp, Facebook, Twitter, and YouTube

KT Radio Network

Interactive Content Director - Aug 2009 to Sep 2010

- Led interactive division of company in all digital support for national and local clients
- Generated digital marketing campaigns with video product placement, web banners & affiliate links

CERTIFICATIONS

Google Partners Certification

AdWords Search

Google Analytics

Lynda Certification

Google Analytics Essential Training

SEO Foundations