



Carmina Barnett

My name is Carmina Barnett, a media professional with over 20 years experience residing in the Dallas/Fort Worth Metroplex.

Outgoing professional bringing enthusiasm, dedication and exceptional team work abilities. A visionary leader who develops innovative campaigns that drive revenue and profit growth.

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Work Experience

Director Of Operations

Mortenson Broadcasting Company

April 2018 - November 2019

Implement, manage and evaluate operation processes and procedures. Assist in developing strategies and implementation of plans to improve and standardize all aspects of operations. Directly involved with increasing revenue and problem solving. Ensured the station remained in compliance with FCC regulations, and also created the internal protocols for station employees. Developed the majority of the on air content. *Event Coordination:* Managed all event set-up, break down and follow up processes. Maintain event budgets. Liason between vendors, exhibitors and clients during event planning process. Oversee event's overall success and submit findings. *Social Media Strategist:* Developed and implemented a comprehensive social media strategy to increase web traffic and brand awareness. Ultimately working to ensure company web presence was aligned with marketing strategies. All while hosting an on air show.

Program Director

Mortenson Broadcasting Company

September 2008 - April 2018

Worked diligently to find the balance of the station sound. Combining key guest interviews, news, public service announcements and music. Daily duties included answering constant communications, managing staff, overseeing promotions, overseeing production and overseeing station budget. All while hosting an on air show.

On Air Talent

Mortenson Broadcasting Company

July 1, 2000 - September 2008

The main task was to create an on air show that was informative, as well as, entertaining. Worked in prime time shifts of Midday and Afternoon Drive. Served all genres in radio including news/talk, sports and music. Built a huge, consistent listening base. Made countless personal appearances to promote sponsors and the radio station. Conducted live remote broadcasts, onsite interviews and hosted various community, political and religious events.

Education History

University of North Texas, Denton, TX

August 1988 - May 1990

Skyline High School, Dallas, TX

Diploma Received

Areas of Expertise

- Performance Analysis
- Strategic Planning and Execution
- Effective Communication
- Customer Relations
- Data Management
- Staff Management
- Consulting
- Sales and Marketing
- MS Office Suite
- Positive and Friendly
- Detailed Oriented
- Goal Oriented
- Upselling Techniques
- New Business Development
- Event Planning
- Sponsorship Development
- Time Management
- Media Relations

Professional Awards

- Radio Legacy Award - S & M Gospel Indie Awards - July 2020
- Announcer of the Year - Key of Gospel Awards - October 2019, October 2018
- Radio Station of the Year - Key of Gospel Awards - October 2019, October 2018
- Announcer of the Year - Alliance of Gospel Music Professionals - July 2019
- Productivity/Tenure Award - Mortenson Broadcasting - July 2019
- Stellar Awards Radio Announcer of the Year Nominee (2018, 2017, 2016, 2015)
- Stellar Awards Radio Station of the Year Nominee (2017, 2016, 2015, 2014, won 2011)
- Announcer of the Year - Texas Gospel Music Excellence Awards - 2019, 2018, 2017
- Radio's Future African American Leaders - Radio Ink - March 2019