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Extensive experience in Radio Programming, Internet/New Media/Digital Operations, and Promotions and Marketing. I'll bring to your team the academic smarts but also a fresh, new outlook on how to create and execute successful programming and music initiatives.

BROADCAST / MEDIA EXPERIENCE

2016 - Present Music Director/APD WGFT-AM/W234CH-FM, Youngstown, OH

An Urban AC station serving Youngstown-Warren-Campbell Area.

As Music Director, Currently scheduling, selecting, and categorizing the music on the station. Assisting radio consultant, Tony Gray, with programming the station (Urban AC Format).

- Responsible for daily logs and music strategy for the station.
- Assisting with writing the imaging for the station.

2014 – 2017 Music Director, Programming Assistant, KPRS/Hot 103 JAMZ, Kansas City, MO

A family owned urban radio station, and the oldest African American owned radio station targeting African American and urban consumers with two stations and one HD 2 Channel in the Kansas City Metro area.

As Music Director, I was second in command for programming and content for the station, helped created events and promotions for the station. Primary accomplishments include, re-launching a morning show with a new crew, successfully executing and producing the 2015 Music Conference, executing small station events (i.e. "Empire" Watch Party"), creating promotions to benefit listeners and help improve ratings for the station, and helped launch and currently the sole programmer of the HD2 Channel (Urban AC Format).

- Assisted Operations Manager/Program Director with station imaging, organizing station concerts, marketing/promotions campaigns, station production, show prep for the jocks, jock scheduling, and various duties.
- Arranged Artist and Talent Booking for station events.
- Coordinated Artist Meet and Greet and Interviews.
- Responsible for daily logs and music strategy for KPRS –HD2.
- Co-produced station events (i.e. 2015 and 2016 Music Conference, 2 Empire Watch Parties, and the Music Showcases.)
- Assisting with daily logs and music strategy for KPRS-FM and KPRT-AM
- Help create on-air and online promotions and events with the record labels.
- Coordinated and collaborated with sales and the digital departments for idea and promotions.
- Reporting adds for the station using BDS and Mediabase.
- Assisting in updating research and callout on a weekly basis, using the M Score/Call Out Research Scale.

- Generate current and gold M-Score reports using Media Monitors.
- Generate weekly and monthly ratings using PPM Analysis.
- Create a weekly report and analysis based on the weekly migration, weekly and monthly PPM ratings.
- Maintained a relationship with local and national record reps in the industry
- Built a relationship with local talent and artists in the market.
- Blogged and posted content for the station website.
- Write imaging for the station, including promos, sweepers, drops, Legal IDs.

2012 - 2014. Independent Consultant/Producer, “ One Nation Hip Hop Show “ on WLVS/Listen Vision Radio Washington, DC

A full service recording, multimedia and broadcasting facility, located adjacent to the Howard University campus in Washington, DC.

As producer of the show, I was involved in increasing internet views for the station from the show, using our social media account for each broadcast with updated and fresh contest, and responsible for the on air programming and music execution of the show.

- Assist with the interviews with guests.
- Social media coordinator for the show.
- Provide music and content for the show.

2007 - 2010. Music Director/Programming Assistant, WMMJ/Majic102.3; Producer, “ Tom Joyner Morning Show; “ Imaging Director, WKYS/WMMJ

An urban-oriented, multi-media company with the core business of radio broadcasting that primarily targets African-America and urban consumers with 55 stations in 16 urban markets in the United States.

Second in command at WMMJ and jack-of-all-trades in all departments. Primary accomplishments: completed localizing the “ Tom Joyner Morning Show “ in the DC Market, assisted with the successful production of major revenue-generating events such as Stone Soul Picnic, Anniversary Month Concert Series, Teen Takeover, Inauguration Concert. Assisted with the programming, branding, and content with WMMJ/Majic 102.3 both before and during PPM.

- Assisted Operations Manager/Program Director with station imaging, organizing station concerts, marketing/promotions campaigns, station production, talent management, jock scheduling, website operations, and RDS.
- Arranged Artist and Talent Booking for major events - handling contract riders and tech specs for artists.
- Scheduled, categorized, and programmed music with Selector.
- Creative Services Director for WKYS - promos, sweepers, drops, Legal IDs.
- Handled music database research tests for WMMJ.
- Uploaded music to the database for WKYS and WMMJ.
- Assisted with programming in a “PPM” world.

2007 - 2009. Web Coordinator for the Russ Parr Morning Show

Promoted to WMMJ Music Director, started producing and localizing Tom Joyner in the DC Market. Web coordinator for the “ Russ Parr Morning Show, “ and temporary web manager for the Baltimore Market. scheduled WMMJ’s music with Selector and at times for Russ Parr. Served on the committee which launched the first ever “ Go Go Awards ” in DC, helped create the event’s web campaign. Committee member for the 20th Anniversary of Radio One’s first FM station, WMMJ/Majic 102.3, as well as Teen Takeover, and Russ Bus.

- Scheduled, categorized, and programmed music with Selector.
- Localized the Tom Joyner Morning Show in the DC Market - drops, timechecks, weather.
- Provided daily content for the websites - new music, pics, listener polls.
- Interim Creative Services for WKYS.
- Uploaded music to WKYS and WMMJ database.
- Assisted with engineering broadcasts on WMMJ and WKYS.
- Updated the Russ Parr Morning Show website daily.

2002 - 2007. Programming/Promotions Assistant; Web Coordinator

Went from Intern to Promotions Assistant, including van driver, production assistant, programming assistant, board operator, and web coordinator. Key accomplishments: booked guests for the Tom Joyner Sky Show, launched TSL-driven on-air contests (i.e., Tom Joyner’s “ 10 in a row for the dough, “ “ Majic Payroll Contest, “ and, “ Tom Joyner’s Dream home Giveaway “). Successfully launched the first website for WMMJ/Majic 102.3, along with the first streaming sites in the DC Market

- Assisted Promotions Director with managing the promotion, advertising and public relations of WKYS\WMMJ to the public and clientele.
- Helped launched the streaming format for the websites.
- Coordinated contests and giveaways. Executed Prize Pickup Days for Listeners.
- Performed Promo-Suite Activities and Artist Drops for the Station, executed promotional recaps and proposals, added songs into Trim Label and Convert System, story and picture submissions to trade magazines, assisted with product request and inventory (t-shirts, music), updated the Urban and Urban AC station websites daily.
- Board Operator.

TECHNOLOGY

- Cool Edit Pro/Adobe Audition
- RCS Selector
- 360 Shortcut Systems/Instant Replay
- Avid
- Scott Systems
- MS Office - Excel, Word, PowerPoint, Photo Editor
- Adobe Web Premium CS3
- Marketron Web Content Manager
- AudioVault/AV Scheduler
- Analog and Digital Recording
- ISDN/Vector/Zephyr Live Broadcasts
- Trim, Label, Convert Programs
- Pro Tools
- Amara Flash Animation
- HTML
- PD Advantage
- PPM Analysis Tool
- BDS/Mediabase
- Media Monitors
- Music Master

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EDUCATION – TRAINING AND PERSONAL DEVELOPMENT

- Connecticut School of Broadcasting, Arlington, VA. Graduated 2002.
- Germanna Community College, Fredericksburg, VA. 2000 - 2001