

STRATEGY, BRAND MANAGEMENT, SALES, CREATIVITY, COACHING & PRESENTATION

Areas of Expertise

- 15+ years – Building media brands
- 15 years – Television marketing experience
- 15 years of **direct marketing ratings**
- **10+ years of direct sales and sales management experience**
- 15+ years – Management experience
- Strategy Development
- Event Creation & Execution
- Building Cross-Promotional Partnerships
- Creating Revenue Generating Promotions
- Developing Local Television Programs
- Developing Radio and Podcast Programs
- Public Relations/Community Engagement

Selected Achievements

Audience Development - Developed audience for specific radio, television, event and podcasts through programming content and cross-promotion, marketing (including direct marketing, social media and non-traditional marketing). Abilities to focus people on practical use of specific data and encourage success.

Sales and Sales Management – Cultivated sales relationships, encouraged and promoted sales teams to create more opportunity and expose new levels of success.

Visual Imaging - Created visual branding images for major radio brands in a wide variety of markets in the U.S. as a hands-on programmer and Ops manager and in consultative roles (both direct marketing and social media with Americalist and programming through RPC).

Talent Management - Proven leadership in recognizing talent, motivating talent, shaping and growing talent to accomplish specific goals.

Leadership In Branding, Marketing & Encouragement

Rainmaker Pathway Consulting Works

Greenville, SC

Consultant

1/2007 – Present

- Effectively worked with clients on programming strategy, personality development and coaching encouragement.
- Consulted clients on growing digital revenue, event and event revenue opportunities
- Effectively created opportunity for broadcast media clients to develop and participate in digital media brand development.
- Developing clients in a wide variety of areas of business, including digital marketing, app development and more.

WCYQ – SummitMedia

Knoxville, TN

Program Director

4/2019 – 9/2019

- Coached Opie & Carina Morning Show.
- Reduced positioning statements from 4 to 1.
- Focused music, imaging.
- Four up trends 18 – 34, 25 – 54.

Americalist Direct Marketing

1/2004 – 5/2017

Charlotte, NC – Greenville, SC

Radio Division Manager

- Responsible for growing revenue through direct sales managing the radio division of the company hitting significant sales goals and creating new levels of business from the radio industry.
- Hired to develop broadcast media clients in all areas of the country and help those stations and clusters elevate ratings in individual markets and grow brands.
- Developed strategy for Americalist and for individual broadcast companies, including CBS radio, Entercom, Beasley, Cumulus, iHeart Media, Emmis, Radio One and Curtis Media along with independent owners across the U.S.
- Developed a relationship with industry trade magazines to write weekly columns.
- Developed specific new products, digital website and social media opportunities to reach out and engage radio and television.

Citadel Broadcast Company

7/2001 – 12/2003

Charleston, SC

Program Director

- Successfully led planning, development and implementing of rebranding of WNKT, including new on-air staff, music and marketing that lead the station to jump from 17th to 4th in ratings with adults 25 – 54 in the Charleston radio market.
- Developed, launched and produced a local television show based on the radio station on local television to further expose our brand to fans.
- Successfully created landmark events and grew significant fundraisers, including our Quest For A Million Pennies and St. Jude Children's Hospital Radiothon.
- Promoted over WSNY in Charleston to rebrand second station resulting in that station jumping from 7th to second with 25 – 54 adults and 1st with women 25 - 54 in the Charleston radio market.

United American Insurance Company

1/1999 – 6/2001

Charlotte, NC

Sales

- To expand my experience base, I took my first sales position to understand and develop direct selling skills.
- Created strategies for maximizing local sales of insurance products, including development of personal seminars.
- Learned to prospect with direct sales.
- The direct selling resulted in winning several weekly sales awards and achieving notoriety in the area of long term care sales in the division.

Entercom

10/1997 – 12/1998

Rochester, NY

Director Of Programming

- Responsible for programming & marketing the #1 radio station in Rochester.
- Organized and executed the largest fundraiser in Rochester radio history at that time (over \$250,000).
- Created major concert branded events that continue to this day in that market, developed major revenue opportunities along with ratings generators for the cluster of stations.

SFX Broadcasting
Charlotte, NC
Program Director

7/1995 – 7/1997

- Repositioned 96.9 FM under an LMA to more effectively compete with 30+ year heritage WSOC in Charlotte.
- Hired Nice & Nasty out of Pittsburg and changed their name to Johnson & Johnson for mornings.
- Launched a night program designed to be half talk and half music.
- Created and launched a TV show on the NBC station in the market.
- Took ratings from the bottom of the market to become the #2 female 25 – 54 overall station in the market.
- Beat WSOC in 18 – 34, 18 – 44, 18 – 49 and 25 – 44 adults.

Additional Experience: Successfully programmed radio stations in small, medium, large and major markets across the U.S., including WSSL (ratings from 7.6 to a 19.9 share 25 – 54) and WMYI (ratings from an 8.5 to a 12.0 share 25 – 54) in Greenville, SC and KRMD AM & FM in Shreveport, LA (ratings from a 5.0 to a 29.3 share 25 – 54). In those roles I have been responsible for creating large scale events, concerts and community fund-raisers.

I have created and directed television shows in a variety of local television markets and consulted on projects from the creation of an app for the concert industry to digital marketing and media branding for clients in a variety of markets. **My specialties are use of strategy and behavior along with the use of data and coaching encouragement to help elevate overall productivity and purpose of individual team members.**