

Ryan Rothstein

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Work Experience

On-Air Personality | Writer | Account Executive |

Audacy Inc: Sportsradio94WIP & the BETQL Network-Philadelphia, PA

June 2021 to Present

- Answered fast-paced calls to offer information, collect song requests and conduct contests.
- Produced and reported new features and interviewed guests for original station content.
- Delivered engaging content by writing copy, preparing segments and interacting with callers and guests.
- Wrote and edited well-received scripts for broadcasts, boosting audience numbers with new strategies.
- Managed multiple tasks simultaneously while meeting deadlines.
- Improved sales process by delivering feedback to management.

On Air Host & Sales Executive

Townsquare Media: 97.3 ESPN Radio-Northfield, NJ

February 2018 to Present

- Led my afternoon drive radio show to number 1 in the third largest market for the first time in shows 20 plus year history..
- Was responsible for selling \$500k worth of advertising and partnership deals.
- Created & built lists in order to successfully execute outreach via calls, emails, referrals and more.
- Developed and led sales presentations in front of large groups to capture potential accounts.
- Sought out and qualified new leads to build sales pipelines.

Podcast Host: Philadelphia CityCast

VSIN:BetRivers Sportsbook CityCast-Philadelphia, PA

September 2021 to September 2022

- Finished in the top 3 of hosts across 30+ hosts/cities
- Finished as number 1 host in 5 different months for monthly downloads
- Coordinated smooth program operations by expertly preparing and reviewing materials prior to broadcast.
- Selected news and informational content with professional judgment.

On-Air Radio Personality

The Sports Betting Network-Northfield, NJ

January 2019 to June 2021

- Started my own show 5 days a week by selling \$40,000 of advertising revenue before my first show in order to lock in a contract with the Network.
- Developed sales presentations to capture potential accounts.

- Upsold products and services to satisfy customers and generate repeat business.
- Offered top-notch customer support to boost loyalty and sales.
- Conducted cold calling to present company offerings to potential customers.
- Updated team regarding prospect and sales activities.
- Collaborated with marketing to support promotions and enhance product relevance.
- Managed schedule and priorities to achieve key targets and meet deadlines.
- Networked to establish contact with business prospects.
- Sustained revenue by bringing in new customers and continuously connecting with established accounts.

Head of Technology

Caring Inc.-Pleasantville, NJ

September 2018 to April 2019

General Manager | Head of Marketing, Product Excellence |

Merlin Entertainments-New York, NY

September 2013 to May 2018

- Hired, trained, mentored, disciplined, coached all staff for resort.
- Responsible for overseeing Resort Budget: forecasting for next season, budget planning, all while managing current day to day goals.
- Led a new company wide roll out. Project Managed new Timed Ticket entry system for LEGOLAND Resorts.
- o Created sales script and training documents for all staff and Merlin Entertainments Call Center for U.S
- o Created all verbiage for online advertising of Timed Ticket
- Managed Labor Budget for Resort
- o Saved \$17,127 and 2,015 labor hours for the business
- Increased Annual Pass Sales

Education

Bachelor of Science in Business Management & Sports Management

West Virginia University - Morgantown, WV

May 2012

Skills

- Writing skills
- Communication skills
- Sales
- Outside sales
- Account management
- English
- Microsoft Office
- Leadership
- Management
- Computer skills

- Marketing
- Editing
- Social media management
- Shuttle driving
- Manual transmission
- Delivery driver experience
- AP style
- SEO
- Adobe Premiere
- Organizational skills
- Negotiation
- Time management
- Video production
- Video editing
- Moving
- CRM software
- Salesforce