

Cheri Marquart

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Professional Summary

Dynamic broadcast professional with over 30 years of national network experience, including 23 years in programming, marketing, and talent coaching. Proven track record in mentoring on-air talent and consulting radio stations, coupled with a pioneering approach in voiceover artistry. Recognized as a leader in the industry with accolades including 2024 Radio Ink's Most Influential Women in Radio.

Westwood One

09/2014 – 4/2025

Vice President of Programming

Programmed all Westwood One Contemporary Formats: AC, Hot AC, CHR, Active Rock, Urban AC, Hip-Hop and Christmas, including creative writing to image and brand the formats. Developed and implemented training programs for over 70 On-Air Personalities, resulting in measurable improvements in audience engagement and station ratings. Consulted 500+ affiliate radio stations. Customer Service. Managed Music Curation, Staff Scheduling. Developed Creative On-Air Marketing & Promotions. Audience Engagement Analytics. Directed Social Media Usage. Wrote Newsletters. Managed Payroll reports and annual Budgets. Strong communication, organizational, and computers skills.

06/2012 – 09/2014 (rebranded as Westwood One)

Dial Global

Program Director

Programmed Westwood One's AC and Christmas formats. Crafted creative imaging, branding, and On-Air Marketing & Promotions. Coached 15+ On-Air Personalities. Advised 100+ Affiliates on how to Localize and Optimize the Network. Customer Service. Developed Online Music Testing and Perceptual Research, Wrote Newsletters.

06/2008 – 06/2012

Program Director

Programmed and Managed Classic Hits, Oldies Plus and Good Time Oldies formats, plus On-Air Midday Personality. Coached, Scheduled and Empowered Talent, Maintained and Grew strong Affiliate Relations, Creative Image Writing, Newsletters.

Jones Radio Network

12/2002 – 06/2008 (acquired by Dial Global)

Program Director

Developed and Launched Classic Hits-Rock, the fastest growing format in the history of the company. Hosted the midday show. Consulted 80+ affiliates. Created Specialty Programming & Features, Coached, Mentored and Scheduled Talent, Innovative Copywriting, Conducted online music research, Automation Database Management.

Assistant Program Director/Music Director 04/2000 – 12/2002

Jones Radio Networks Smooth Jazz and Classic Rock formats.

Additional Experience:

- **Morning Drive On-Air Personality & Music Director:** Smooth Jazz 95.7 KHIH/Denver, Colorado. Selector and NextGen Music Scheduling. Audio Production. 7 years.
- **Morning Drive On-Air Personality:** Hot AC Majic 100 KMJI/Denver, Colorado. Events Emcee. Music Scheduling. Audio Production. 8 years.
- **Nighttime On-Air Personality:** KISN 97/Salt Lake City, Utah. 1 year.
- **US West:** Primary Female voiceover artist. Developed concatenated voice.

Education

University of Utah - Salt Lake City: Communications Major
Graduate of the **Aspen Audio Recording Institute**

References available on request