

Erik Coleman

1086 Camellia Ridge Drive • Pelham, AL • 35124

CELL (205) 908-2453 • E-MAIL erikcoleman1987@gmail.com

PROFILE

Senior Media Communications professional with over 14 years of experience in technical broadcast operations. A results-driven team player with strong creative thinking, exceptional communication skills, and a sharp eye for detail. Passionate about learning new skills and tackling fresh challenges in the media and communications industry.

EXPERIENCE

Cumulus Media August 2019 – Present

Radio Traffic Manager

Senior-level logistics coordinator who manages daily ad scheduling, log reconciliation, and specialized programming across multiple markets ensuring operational accuracy and revenue performance.

- Collaborated with engineering and market teams to test and troubleshoot WideOrbit system enhancements prior to rollout, improving operational stability and minimizing post-launch disruptions.
- Spearheaded the design and implementation of custom clock templates for new syndicated content launches, aligning programming structure with evolving network needs and maximizing scheduling flexibility.
- Selected to train incoming Traffic Coordinators, providing hands-on instruction in WideOrbit navigation, daily traffic flow, and order processing—part of a knowledge transfer initiative during team restructuring.
- Trusted as a “go-to” team member for cross-market support, assisting with high-volume logs and order processing when teammates were over capacity.
- Provided off-hours support for weekend log and clock adjustments tied to live sports outcomes, ensuring programming met broadcast standards on short notice.

WIAT-TV, CBS 42 July 2011 – August 2019

Senior News Director/Master Control Operator

Dependable leader at the station with management responsibilities ranging from live news production to sales liaison.

- Responsible for coding and managing placement of local news content during the evening and late news products.
- Lead overall floor management during live news production, moving and adjusting camera and sound equipment.
- Master Control/Content Manager duties included monitoring off-air TV signal and national station signal at all times, plus closely monitoring local breaks for accuracy and adjusting schedules from local clients to match system parameters.
- Expertly trained and mentored new employees over an 8-year tenure.
- Wrote and published training material for internal operations, leading the production team in the transition of a major software upgrade.

Rick & Bubba, Inc January 2011 – May 2011

Rick & Bubba Talk Show Internship

“Willy Wonka” provided general production assistance, aiding in both office and studio.

- Managed sound and camera equipment, screened on-air phone calls, hosted daily guest audience during shows.
 - Reviewed daily spot logs, checking for accuracy.
 - Supported production team and on-air talent with scheduling and errands.
-

EDUCATION

Bachelor of Arts, Class of 2011

University of Alabama at Birmingham, Department of Communication Studies

Major: Broadcast Specialization Minor: Social Psychology

SKILLS

Strong written & verbal communication

Excellent time management

Extremely organized, methodical and detail-oriented

Self-starter, fast learner, collaborative team member

Establishes and maintains strong working relationships with management and staff

TECHNOLOGY

WideOrbit Broadcast System

AP-ENPS

IGNITE

AVID Media Composer

Adobe PREMIER

Sony VEGAS PRO

Grass Valley Integrated Systems

Microsoft Office Suite (Word, Excel, Powerpoint)

Google for Business

MAC + PC Compatible
