



## WORK EXPERIENCE



### CONTACT INFORMATION



[www.star94atlanta.com](http://www.star94atlanta.com)



678-656-0001



[alysa.ditomasso@gmail.com](mailto:alysa.ditomasso@gmail.com)

### CURRENT POSITION:

On Air Talent and Executive Producer - Audacy

2020 - PRESENT

- Executive Producer and On Air Talent at Star 94 Atlanta for Atlanta's Feel Good Morning Show with Kevin and Taylor, previously Mornings with Jenn Hobby and Late Nights on Star 94 Atlanta.
- The job involves researching and presenting stories on air, interviewing guests in-studio or on-location, assisting with show preparation, writing show segments, and working closely with the sales team and producers for sponsored content.



**On Air Talent and Executive Producer - Audacy**  
January 2020 - Present

- Creating content that's garnered more than 200,000 views digitally, writing 5-10 articles per week, conducting research, generating ideas, collecting information.
- Responsibilities include adherence to FCC regulations, station and company policies, attending show-related meetings and more.

**Programming, Social Media and On Air Intern Cumulus Media and The Bert Show**  
August 2019 - December 2019

- Creating content for social and digital media platforms by generating ideas, researching, and developing content.
- Prepared and edited on air content for holiday scheduling.

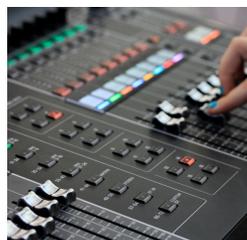


**On Air Personality and Producer**  
**IBNX Media Group**  
January 2019 - August 2019

- Reported on sports, celebrity gossip and birthdays. Produced, edited and aired pre-recorded segments, commercials and station sounders.
- Responsible for broadcasting multiple shows on the network.

**On Air Personality and Producer Beasley Broadcasting Group INC**  
January 2018 - January 2019

- Reported on sports, celebrity gossip and birthdays. Produced, edited and aired pre-recorded segments, commercials and station sounders.
- Responsible for broadcasting multiple shows on the network.



**Board Operator and Correspondence**  
**Sensation Station Network**  
March 2017 - March 2018

- Produced commercials, videos and radio shows. Wrote scripts, contests and interview questions. Correspondence Reporting for station events and various other local events around the community.

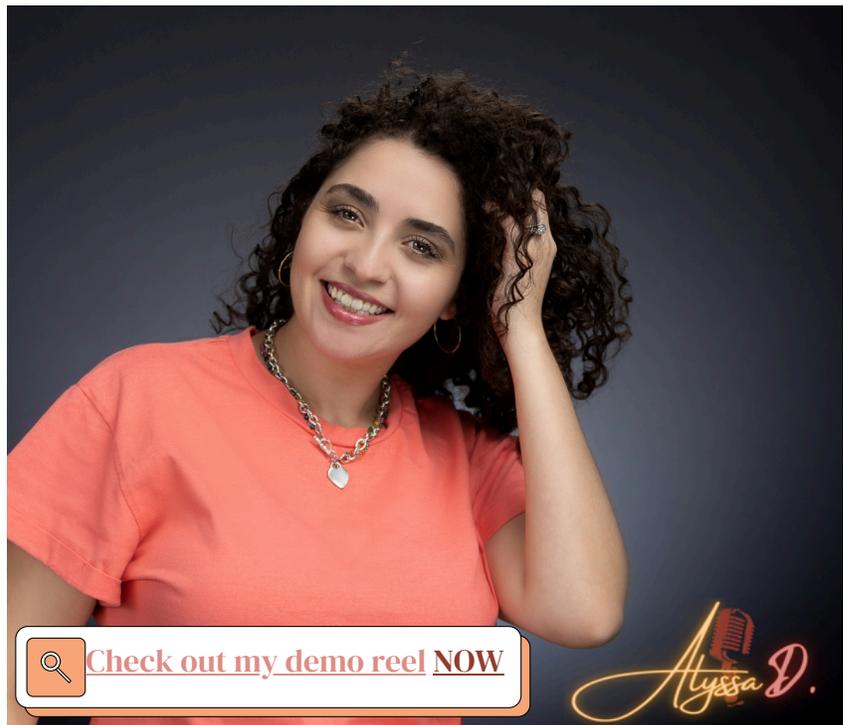
# "There's a great big beautiful tomorrow."

## Sherman Brothers

### EDUCATION

**Kennesaw State University**  
**Bachelor's of Science**

- Major in Digital Media and Entertainment
- Minor in Event Planning
- Minor Interactive Design



## Skills

**Well working knowledge of all media programs coupled with the following:**

- Microsoft Office , Adobe Creative Suites, Wide Orbit, VoxPro, V-Creative
- Knowledge of broadcast equipment, including troubleshooting and remote.
- Produce video, audio and visual content
- Digital Content creation
- Strong on air presence with a comedic point of view and excellent story telling abilities
- Social Media Management and Marketing including creating digital promotions, flyers and videos

## About Me

**Intense work ethic and extremely creative is only scratching the surface.**

I pride myself on being incredibly dedicated and loyal to the brands I work with. I'm a problem solver and enjoy collaborating with others to make something great. I love getting out into the community and exploring new places. According to Prime TV, I'm a 1% Club member 6 times over. I recently lived out my Law & Order dreams of being the Jury Forewoman in a court case - and yes I found the defendant guilty.

# THE REVIEWS ARE IN



## I WOULD PLACE HER AS ONE OF THE MOST HARD WORKING PRODUCERS AND ENTHUSIASTIC UP-AND-COMING MORNING SHOW TALENTS I HAVE MET IN MY CAREER...

Based on my experience as a radio show host, team member, and mentor, I identify Alyssa as a dedicated performer and creative innovator. Without hesitation, I would place her as one of the most hard working producers and enthusiastic up-and-coming morning show talents I have met in my career. She has been instrumental in extending our efforts to connect with audience members through social media, digital content and engaging local interviews. Alyssa has a genuine and distinct approach that makes people feel welcomed and comfortable. Alyssa thinks creatively in all aspects of her career, finding solutions and taking on challenges with a keen eye on details and unique personal perspective. Alyssa is always happy to share her distinctive, yet positive point of view and takes delight in a good debate. She is always professional, creative, and an exceptionally passionate in all she does. I have complete confidence she will do the same as a member of your team.

~JENN HOBBY RIVERA, ON AIR TALENT AUDACY ATLANTA,  
STAR 94 AND WSB-TV ATLANTA, GA



## I'VE WATCHED HER CLIMB THE RANKS AS A RESPECTED MEDIA PERSONALITY...

By far, Alyssa is one if the most effective, thorough and productive professionals I've ever worked with. Since meeting her nearly 6 years ago, I've watched her climb the ranks as a respected media personality and overall creative. Her strengths include: reliability, time management, excellent team player and superior work ethic. She is someone I'd recommend hiring for an organization looking for a strong addition to their daily operations.

~CLORISSA WRIGHT-THOMAS, PUBLICIST



## TO KNOW ALYSSA DITOMASSO IS TO KNOW PURE EXCELLENCE...

I have had the pleasure of working with Alyssa since starting my career in media over two years ago and she is one of the best in her industry. She is a self starter, always putting her best foot forward in order to deliver engaging and impactful content to her audience. With lifestyle and community at the forefront of her practice, Alyssa has leveraged her current positions and personality to connect with any talent she's come across and stay ahead on what's the latest. I have witnessed Alyssa's stellar leadership qualities on and off air first hand; and her ability to adapt to any environment aids in her solution-based mindset. I am proud to be able to learn from her and call her a close colleague. Anyone who has Alyssa on her team will not be disappointed.

~DEJA DAVIS, PUBLICIST



## ALYSSA IS A VERY HARD WORKER...

I would highly recommend Alyssa for a position in television or radio. Alyssa is a very hard worker and a very conscientious worker. She is always going to strive to not only do a good job, but to be the best at her craft. I have watched her work hard to develop her skills in both radio and t.v. I think you will be quite pleased with her as an addition to your team.

~ANGELA GREENE, EXECUTIVE PRODUCER



## SHE IS AMBITIOUS AND VERY SELF-DRIVEN...

Alyssa is a former colleague who I've enjoyed working with tremendously. She is punctual, organized, focused, enjoyable, and willing to learn. She is ambitious and very self-driven. Alyssa would be a fantastic addition to your company as she exudes excellence and always does her best to get things done correctly.

~ERRICA BLOUNT, RECRUITING SPECIALIST

