

PETER ZOLNOWSKI

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A dynamic marketing and communications leader offering proven expertise in public relations, media relations, promotions, and marketing as well as business skills such as sales, budgeting and talent management. Excels in radio programming and operations management, identifying and implementing strategies that drive sales, excellent ratings, and profitability.

**Research ♦ Strategic Planning ♦ Implementation ♦ Promotions ♦ Public Relations ♦ Product Marketing ♦ Advertising
Corporate Communications ♦ Writing ♦ Start-Ups ♦ Client Relations ♦ Budgeting ♦ Staff Management**

PROFESSIONAL OVERVIEW

Grant County Broadcasters/Cincinnati, OH (2016-2019)

VP of Programming and Operations

Responsible for all on-air aspects of WNKR/WNKN-FM/Cincinnati.

Talent acquisition, training and retention.

Public Relations, Media Relations, Customer Relations, Sales, Marketing, Promotions, Events and Social Media.

Cumulus Media/Birmingham, AL

Operations Manager/Program Director/Brand Manager

Responsible for all on-air aspects of WZRR-FM.

Talent acquisition, training and retention.

Public Relations, Media Relations, Customer Relations, Marketing, Promotions, Events and Social Media.

CBS Radio/Dallas, TX and Cincinnati, OH

Program Director/Brand Manager

Responsible for all on-air aspects of WZRR-FM.

Talent acquisition, training and retention.

Public Relations, Media Relations, Customer Relations, Marketing, Promotions, Events and Social Media.

CLEAR CHANNEL/JACOR/MIDDLE MARKET BROADCASTING, Cincinnati, OH

General Manager/Brand Manager

- Initially operated the stations in one of the nation's first radio Local Marketing Agreements (LMA) between Reynolds and Jacor; continued on when Jacor purchased the stations and merged with Clear Channel Communications.
 - Owned accountability for all aspects of WAQZ-FM, WSAI-AM, and WAOZ-AM radio stations and implemented strategies that resulted in teams surpassing all revenue expectations.
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EDUCATION

- **B.A. in Communications, Journalism, and Public Relations** – State University of New York College at Buffalo