

ROBERT SMITH

On Air Personality II

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SUMMARY

Highly qualified professional with 25 years of experience in marketing, sales, and program management. Strategic and creative thinker with effective communication and writing skills. Detail-oriented and experienced in multi-task management. Proven ability to develop strong client relationships quickly and to promote teamwork.

SKILLS

Writing Production Engineering I.T. Microsoft Office, Outlook, Excel, Word, PowerPoint Windows Xp, 7, 8, 10 Mac IOS Marketing/ Promotions.

WORK EXPERIENCE

On Air Personality II

ABC Corporation - 1993 – 2011

- Prepared and delivered news, sports, current events, and weather.
- Gathered and wrote material to convey required station information and fit specific time slots.
- Make promotional appearances at public and private events in order to represent the stations community presence.
- Attended press conferences to gather information for broadcast.
- Announced music selections, station breaks, commercials, and public service information.
- Accepted requests from listening audience.
- Keep daily program logs to provide information on all elements aired during broadcast.

On Air Personality

Delta Corporation - 1988 – 1993

- Was an on-air personality as co-host a sports-talk show covering UW-Oshkosh Athletics as well as other in-state teams.
- Also wrote/edited/presented top-of-the-hour sports updates during afternoon hours.
- Daily on air and reading of live copy.
- Evening on air personality, wrote and produced commercials, ran sound board, logged on air commercial spots, and took F.C.C.
- regulated meter readings.
- JOB DUTIES FILL IN ON AIR TALENT AND PRODUCER DURING LIVE SPORTING EVENTS.
- Being the voice listeners would hear in the car or at work, I would research bands to help introduce their songs, prepare bits to say during breaks .

SCHOLASTICS

- Bachelor's in Mass Communications / Political Science - 1987(Bemidji State University - Bemidji, MN)