

PROFESSIONAL PROFILE

Motivated, hardworking professional with over 10 years' experience in radio, digital media and engagement. Very quick to learn new things, I have mastered over 30 digital content management and engagement tools, and eager to learn more. I pride myself on my ability to foster positive relationships with clients and co-workers across all departments. My outgoing, friendly personality allows me capture and hold people's attention during presentations. Over the past 6 years I've helped 50+ radio stations grow their databases, increase listener engagement, and increase digital revenue an average of 10% each year.

RELEVANT EXPERIENCE

Oct 2013 - Present

Activation Manager

Triton Digital, New York, NY

Consult and support clients with customized strategies to increase engagement, database size, and revenue opportunities to obtain their individual goals. In addition to Activation responsibilities, manage all technical training for all AMP products and contribute some time to sales.

Activation:

- Work directly with clients on creating and meeting digital goals with low cost, high impact campaigns they can execute through our tools
- 40% domestic travel
- Manage over 100 radio station clients domestic and global
- In person presentations with large groups / Phone presentations with small groups
- Pull metrics and analytics to utilize insights with clients regarding tool usage, database size and listener engagement

Training:

- Responsible for all AMP product training for clients - phone, written and video
- Set up all new clients with access to our training website
- Pull training site user reports, analyze metrics
- Create and maintain all necessary technical training material

Sales:

- Create and follow up with warm leads, based on connections in company
- Demo products with clients on phone
- Create pricing for the client based on sales formula
- Submit contract request forms / acquire client signature

Sept 2010 – Oct 2013

Digital Service Manager

Triton Digital, New York (Remote employee: Idaho Falls, ID)

Focused on digital strategies for radio stations. Managed accounts without travel, all via phone and computer communication.

- Develop marketing, engagement, and promotional ideas to be utilized with our products for radio stations all over the country
- Maintain and build productive radio station relationships with client stations
- Responsible for training stations on tools and managing projects

Sept 2008 – Sept 2010

Market Development Manager

Triton Digital, New York

Manage specific radio markets and clients post-sales. Develop digital strategies with clients using website and engagement products.

- Maintain ongoing relationship with clients
- Discuss digital strategies and engagement ideas with clients
- Worked with 30 radio markets, over 100 clients

Sept 2006 – Sept 2008

Market Development Coordinator

Triton Digital, New York (Formally MJ Interactive)

Coordinate with clients post-sales. Facilitate websites and engagement tools to go live.

- First point of contact post-sales
- Coordinate implementation of products purchased
- Coordinate with training team and clients

Jan 2010 – Present

Aug 2014 - Present

Freelance Digital Marketing Consultant

Rob Robinson Electric, Piscataway, NJ

New company that launched in 2013 needed a web presence to help generate clients. Manage all their digital and marketing needs.

- Launched website and developed social media campaign including Facebook, and Twitter
- Created web presence for company through third party sites, Google+ for businesses, Google Maps, Yahoo!, Yelp!, Yellow Pages online, etc.
- Generated new clientele through social engagement and via website forms
- Design and order business cards, magnets and all promotions material

Jul 2011 – Jul 2014

VanHorn Plumbing Design, Dunellen, NJ

New company that launched in 2011 needed a web presence and help to generate clients. Website had to be taken down due to business conflict, when the owner took a job with another company and they weren't happy that his private website was receiving more hits and traffic than their site.

- Launched website and developed social media campaign including Facebook, and Twitter
- Created web presence for company through third party sites, Google+ for businesses, Google Maps, Yahoo!, Yelp!, Yellow Pages online, etc.
- Generated new clientele through social engagement and via website forms

Jan 2010 – Jun 2011

Idaho Brewing Company, Idaho Falls

Continued to work at Triton Digital when I moved to Idaho, took on this freelance position as a way to involve myself more in the community and with the community members. Understanding their needs, I was hired to create their website and digital presence which was previously non-existent.

- Launched website and developed social media campaign including Facebook, Twitter, Reverb Nation and E-Mail blasts
- Increased revenue by over 15%
- Generated new clientele by booking bands and organizing events, including large scale benefits

Jun 2006 – Aug 2006

Summer Fellow

International Radio & Television Society, Inc., New York, NY

Prestigious fellowship program for radio and television. As part of the fellowship held an internship throughout program.

- One of 30 chosen from a field of 800 applicants to participate in a nine week program in the media industry
- Internship with Take On The Day: The Dr. Laura Program in Affiliate Relations Department

Jun 2004 – Jun 2006

Promotions Coordinator

1450AM WCTC / 98.3FM WMGQ, New Brunswick, NJ

First volunteered as an unpaid intern, after first summer was hired on as Promotions Coordinator where I ran the intern program and assisted the Promotions Director for all events across the two radio stations.

- Supervised team of over 10 interns. Interviewed potential candidates and made for recommendations for hire
- Organized, scheduled and staffed events, including managing station vehicles
- Conducted promotional research and designed marketing materials
- In charge of on-air contests; kept track of prize stock and contest winner information

Feb 1999 – Oct 2009

Producer, Radio Host, General Manager, Program Director, Assistant Advisor

RLC WVPH 90.3FM (Rutgers University and Piscataway High), Piscataway, NJ

Started with a radio show in high school, continued involvement into college. Quickly moved into executive staff role first year of college and continued to move up from there. After graduating college, volunteered my time as Assistant Advisor for the students, stopping only when I moved to Idaho.

- Managed executive staff of 15 and station staff of over 60
- Developed and implemented training program that is still in use today
- Organized promotional events, remotes, and other station supported events

EDUCATION

Rutgers University, Douglass College, New Brunswick, NJ

Bachelors of Arts, May 2006. Major: Philosophy, Minor: Women & Gender Studies

ACCOMPLISHMENTS

- Organized fundraiser called Tower of Tomorrow Radio Marathon that helped fund a \$95,000 project to build a new transmitter for non-profit radio station, WVPH-FM
- Five-year attendee of Intercollegiate Broadcast System Conference / Speaker on a number of panels
- Douglass College Emerging Leaders program
- Designed and developed various local business websites for consumer retail, as well as manage their customer social engagement and SEO.
- Created and published engagement e-newsletters, and blogs to Triton Digital Clients

PROFICIENT IN

- **Creative:** Adobe Creative Suite
- **Social:** Twitter, Facebook, Reverb Nation, Pinterest, Instagram, Google+, LinkedIn, Snap Chat, Slack
- **Microsoft:** Office Suite, Outlook
- **Operating Systems:** Windows OS, Macintosh OS, Android OS
- **Customer Relationship Management:** Sales Force, Goldmine, Basecamp
- **Website Editing:** Wordpress, Dreamweaver, Edit Plus, Google Page Creator
- **Video/Audio Editing:** iMovie, Movie Maker, Camtasia, Final Cut, Audacity
- **Metrics/Analytics:** SEO and stat and metric tracking, Google Analytics, OneStat
- **Training:** Absourb
- **File Sharing:** Dropbox, Google Drive
- **Video Conferencing:** Skype, GoToMeeting
- **Sales:** LinkedIn, LinkedIn Sales Navigator, HubSpot Sales
- **Triton Digital Products:**
 - **Websites:** AMP CMS (Audience Management Platform and Content Management System, built by Triton specifically for Radio), Flex, WebMaster, WebWise, AdNext (Website adspots), OneStat (Metrics and Analytics for websites)
 - **Engagement Tools:**
 - AMP Suite: Audience Management Platform is a suite of tools to drive engagement with your audience/customers. These tools include: Listen and Wins (Radio appointment listening), Branded Trivia, Brand Featured Links, Bonus Codes to drive web traffic, and listener engagement games: PicSlide, ShapeShift, Wordhoard, Scratch off, Slot Machine, Blackjack, Cognition
 - AMP Email (Silverpop): Database, and email communication, including metrics and analytics
 - AMP Contesting: Sweepstakes (Enter to win), User Generated Content (Photo, video, audio or text users upload and share to social sites), Voting Brackets, Sports Brackets, Photo Caption
 - AMP Research: Surveys, Polls
 - Mobile Xpress Messenger (Text messaging tool)
 - Station Caster (Podcasting)
 - Email Director (Legacy email tool)
 - AMP Promo Manager (Promotions and On Air tool for radio stations)