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Summary:

These days, for business owners, advertisers, promoters of concerts, tours and shows, getting the word out to specific audiences is easier to find online. For that reason, I'm offering fifteen plus years of professionalism in the ever changing social/mass media, cable and digital age. Once the vision is received, then learned, it takes a "Just Do It" attitude, which is an important attribute for all productions, as well as being competent in the fast moving pace of the industry. Since the evolution of mobile marketing, as well as the constant increase in platforms of internet, satellite and iconic radio stations, staying tech savvy and knowledgeable to increase of technical devices will be beneficial in supporting the producers, program directors or event planners; while satisfying business owners as the result of commercial scheduled spots are aired on time- these fundamental work habits takes precedence for the on-going success of the brand, and or network.

Online Contributor:

→Recently, CBS Las Vegas Locals online contributor that provided captivating articles with topics on entertainment, business owners, restaurants, products and various habit forming hobbies. Every assigned article written was published on CBS Local Las Vegas scheduled format. Prior to CBS Las Vegas Local, music/entertainment articles written and published on the Examiner/AXS. As a result of passionate readers, and earned followers, media credentials to take part in red carpets/ national televised shows, sports events, tours, as well as annual festivals in Las Vegas and throughout the United States, thought provoking articles was targeted for diverse demographics, on different events in various cities and states.

Freelancer:

→ Presently, owner of Action Words Entertainment, which is the one-stop-shop of freelance writing services for business owners, promoters, various artists, as well as fashion hopefuls and designers. The services provided from AWE creates press releases for concerts, shows and tours, advice and post social media management for varies business owners, in addition to timely posting, copywriter, biographies for EPKs', media alerts, website content writer and talking points for radio shows.

Experience: October 2007- October 2010 YP.com

Responsibilities:

- Searched business prospects online,
- Cold call in for online advertisers'
- Responsible for clients ads providing quality customer service
- Attended monthly training sessions to stay updated with technology/ digital

March 2006-August 2009 Smooth C Entertainment

Responsibilities:

- Vice President of Promotions for Smooth Vegas Knights local television show
- Warm and cold calls in search for quality advertisers
- Account Executive business accounts of clients, billing, voice over, writing ads commercials
- Created, produced and voice tracked :60 second commercials of advertiser □
- Collaborated ideas with co-workers to enhance continuance revenue for SmoothC108 internet radio and Smooth Vegas Knights local television show

February 2005-March 2006 – KNUU News Talk Radio

Responsibilities:

- Inbound on prospective advertisers for on-air radio campaign
- Created: 60 and :10 second commercial spots, and: 10 second liners for advertisers
- Brain stormed with co-workers and clients on promotional ideas to enhance clients ads
- Voice tracked and produced a variety of commercials for a number of advertisers
- Volunteered for events, seminars, and premiers that the stations hosted
- Updated directly with GSM via monthly spread sheets, monitored various station advertisers, also turned in updated progress reports weekly □
- Service clients via follow up calls/appointments, lunch meetings etc.

October 2004-August 2006 - Desert Sky Media Radio stations V108 & 105.7

Responsibilities:

- Cold call for prospective radio advertisers
- Created and strategized on-air radio campaign
- Created: 60 second commercials, and: 10 second liners for advertisers
- Brain stormed with co-workers and clients on promotional ideas to enhance clients advertising campaign
- Voice tracked and produced a variety of commercials for a number of advertisers and volunteered for events, seminars, and premiers that the stations hosted
- Updated directly with GSM via monthly spread sheets, monitored various station advertisers, also turned in updated progress reports weekly ☐ Service clients by way of follow up calls/appointments, lunch meetings etc.

October 1999- November 2004 - ADT Security Services

Responsibilities:

- Account Manager Representative for Administration Department
- Assist businesses with billing issues
- Enforced contract obligation; updating, client's account with addresses, phone numbers, in addition to updating emergency events
- Researched business information for internal and external associates
- Collected past/current due payments, inform customers of promotional features ADT Security Services offers
- Correlating letters pertaining to client's request, using effective communication skills through potential customer service issues

February 1996-March 1998 - WLNO 1060AM Christian Radio

Responsibilities:

- Black Gospel Music Director
- Created and produced promotional advertisements
- Engineered live scheduled programs

- Formatted traditional and contemporary Christian music □ Updated the news and weather hourly

September 1994-January 1996 - KKNO K-75AM Contemporary/Traditional Gospel

Responsibilities:

- Program/Music Director
- Controlled production, talent and program schedules
- Created the new format for what was then a brand new contemporary station □ Warm calls to potential church businesses and advertisers
- Hosted Gospel concerts and events
- Engineered live remotes and news □ On air personality included edited news, weather and public service announcements, produced copies

Education:

November 2013- July 2015
Hootsuite University- Social Media Studies

September 1981- 1988
Liberal Arts Major -Grambling State University

April 2000 – September 2000
Computer Ed.-Software Application Specialist Henderson, Nevada

References furnished upon request