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Introduction

Professional with 15 years of experience in marketing, broadcast media, and journalism. My intent is to seek out a new and fulfilling long-term position that will bring together all of my diverse talents.

Internet/Marketing/Creative

Owner - DRG Media, LLC - North Carolina USA

2006-present

- Offer services including marketing, broadcast consulting, voiceovers, web design, copywriting, entertainment, artist representation, and major event planning
- Constructed web sites, branded company with press releases, articles, blogs and other forms of new media marketing
- Developed business web sites for a variety of industries including Pay-Per-Click (PPC) campaigns and other forms of viral marketing
- Developed new web designs and functionality for the following top ten sites/clients:
 - Author H. Terrell Griffin - www.hterrellgriffin.com
 - Glass Baby Bottle, Inc. - www.glassbabybottleinc.com
 - Vacation Rental Warehouse - www.vacationrentalwarehouse.com
 - Hard Rock Construction - www.hardrock.ky
 - Healing Seekers - www.healingseekers.com
 - Luxury Auctions International - www.luxuryauctionsinternational.com
 - Egg Marketing & Public Relations - www.eggmarketingpr.com
 - Orlando Luxury Homes 4 Sale - www.orlandoluxuryhomes4sale.com
 - Short Sale Mega Store - www.shortsalemegastore.com
 - Global Healing Vision - www.globalhealingvision.com
- Retained to provide a la carte Consulting Services by the following companies:

Town of Cape Carteret, North Carolina

- ✓ Currently consulting the Board of Commissioners regarding new email and marketing campaigns, website design and development, and communications content creation for the Town and its constituents.
- ✓ Participating on special Planning Board committee to solicit funds for the development and improvement of bike paths/sidewalks and public parks for the community.

Author H. Terrell Griffin / Mystery Florida - Florida Keys

- ✓ Created new websites ahead of nationwide book launch for author Terry Griffin, improving simplicity, look and feel, and increased efficiency while including new e-commerce opportunities.
- ✓ Implemented online sales system for online books and publishing for Mr. Griffin.
- ✓ Complete renovation of Mystery Florida website incorporating audio/video/advanced flash presentation.
- ✓ Provide ongoing support for email marketing and list building, along with future media integration.

Glass Baby Bottle Inc. - Grand Cayman

- ✓ Created new website building upon simplicity, look and feel, and increased efficiency of updating with new content management system.
- ✓ Generated all custom copy and content, graphics, and logo.
- ✓ Created complete e-commerce system for online sales of brand new baby bottle product.

Trip Lodging Services, Inc. - Florida

- ✓ Manage projects for travel blog copywriting, location descriptions, press releases, articles and other online marketing on behalf of Rental.com.

- ✓ Researched and developed linkbacks and increased visibility of Rentalo.com travel destination site traffic through blogging over 15 different national and international travel sites.

Triad Media & Marketing - Kansas City, Missouri

- ✓ Played key role as personal consultant to up-and-coming web entrepreneurs (at least 10-15 individual consultations per week)
- ✓ Created and implemented development plan for online product sales and promotion provided to all new small business owners
- ✓ Taught step-by-step instruction via phone and internet conferencing guiding new online business owners from concept to creation to jump start efforts in under 12 weeks duration (including product selection, market research, web design and ecommerce configuration, marketing materials and email marketing/list building for future growth).

Egg Marketing & Public Relations - Orlando, Florida

- ✓ Manage projects for copywriting, site content, marketing materials, retail product descriptions, press releases, articles, and market research
- ✓ Created new Egg Marketing website improving simplicity, look and feel, and increased efficiency of updating with new content management system.
- ✓ Re-wrote 75 retail product descriptions for SierraTradingPost.com - increased content and search results by 20%
- ✓ Created over 70 sweepstakes tips for Publishers Clearing House online to boost web content
- ✓ Generated over 40 new FAQ articles for promotion of CashLoanSource.com site
- ✓ Created several PR campaigns for VersusMedia.com, boosting subscribers by 10%
- ✓ Researched media contacts for Diana Lin Designs and The Griffin Report resulting in product sample exposure for Diana Lin and regular story input from various supermarkets in the Florida area for The Griffin Report.

GlobalHealingVision.com / GlobalHealingRadio.com / HealingSeekers.com / ConcentricRings.com

- ✓ Copywriting, site content, email marketing materials, press releases, articles, and research
- ✓ Construction, Management and content maintenance of 4 domains and 1 internet radio station
- ✓ Market the site and the radio show that went with it in new and innovative ways. This included PR campaigns on over 60 online free PR sites, weekly and bi-weekly newsletter/alerts, podcasting, and subscriber retention.
- ✓ Build subscriber base.
- ✓ Create traffic flow to website. Our page visits for the website have gone from near 0 to 2000-3000 per day in just 10 weeks time.
- ✓ Create traffic to radio show. As a result of our marketing, we grew our listener traffic from nothing on October 1 to almost 5000 listeners per month by mid-December.
- ✓ Since the start of GlobalHealingRadio.com on Jan. 7th 2008, our numbers have gone straight up quickly in Total Listening Hours, Page visits, and Stream launches (see graphs attached).
- ✓ Exceeded the anticipated numbers by 500%.

Gitta Real Estate Team/Keller Williams - Lake Mary, Florida

- ✓ Projects for copywriting, site content, email marketing materials, press releases, articles, and research.
- ✓ Management and content maintenance of 70+ domains.
- ✓ Improved primary websites from showing on pages 20-30 of Google search to pages 1-3.
- ✓ Successful creation, design and revision of all weekly marketing updates for several cities and communities.
- ✓ Monthly market updates, newsletter, and blog management.
- ✓ Creation of new generation of marketing brochures, auction and sales documents and portfolios for upper tier clients

CondoCompany.com - International

- ✓ Copywriting for various landing pages, including sites maintained in Grand Cayman and the Bahamas

Broadcasting

Interim General Manager -Style 96.5 & Spectrum Promotions - Grand Cayman, B.W.I.

2005-2006

- ✓ Successfully managed a group of 15-20 people.
- ✓ Successfully reduced operational budget by 25% within first 3 months
- ✓ Successfully raised revenues to positive gains inside of 6 months
- ✓ Increased and trained Sales team staff, created new packages, and created higher incentivized targets
- ✓ Streamlined music library, on-air image branding, and operations structure
- ✓ Developed business plans, P&L reports, and monitored staffing
- ✓ Researched and negotiated potential relocation of station and additional signal license
- ✓ Raised public awareness with increase in promotional budget and activities
- ✓ Organized major events such as a car show and concerts.

Program Director/Manager - Hurley's Entertainment, Ltd. (Z99 & Rooster 101) - Grand Cayman, B.W.I. 2000-2004

- ✓ Led a talented team of broadcasters (15-20 persons) to continue to refine and perfect a heritage Top40 station
- ✓ Implemented new programming and music rotation structures
- ✓ Initiated transition from CD based systems to hard drive automated systems in 2001
- ✓ Researched, planned, developed and constructed brand new radio station and format over 6-month period in 2002
- ✓ This later became Rooster 101, the first country station on Grand Cayman, remaining successful to this day
- ✓ Managed both stations until departure, including programming, music, staffing, branding, appearances and promotional planning

Program Director/Manager - Sea-Comm Media (Jammin' 99.9) - Wilmington, North Carolina USA

1998-2000

- ✓ Achieved #1 market ratings for brand new station - kept station ranked in the top 3 for almost 2 years
- ✓ Managed all programming, operations, music, staffing, promotions, branding
- ✓ Successfully performed on-air as midday talent securing #1 ratings with an 11.0 share in the 25-54 key age demo
- ✓ Held 9.0 2nd place ranking in 18-34 secondary demo. Combined #1 ranking overall for time slot for almost a full year

Published Work

The Griffin Report - National

- Petroleum, Food Service, Supermarket and C-Store national industry analysis

The Orlando Tribune - Florida

- Government and Policy articles and coverage for Orlando and State of Florida

Radio & Records Magazine - National

- Radio programming features

Cape Fear Live Online - NC

- Music Reviews for area internet publication

Encore Magazine - NC

- Features: dining, music, local events

Reel Carolina Journal of Film and Video - NC

- Features and coverage of regional film industry

Education

Wake Forest University - History | Communications

1991-1995

Specialties

- Management, financial, P&L, branding and identity, salary negotiation, staffing, international business and employment laws, FCC compliance, competitive research, statistics and analysis, ratings performance
- Staffing and business flow consulting for radio, including analysis of structure, plan, focus, branding and content

- Web design, functionality, administration and content management
- Social Networking (Facebook, MySpace, Twitter, Digg, StumbleUpon, Ning, Technorati, NewsVine, Magnolia, Reddit, Spurl, Furl, Linked In, etc.)
- Affiliate marketing and traffic building
- PHP, MYSQL, HTML, CSS, WYSIWYG, Dreamweaver, Joomla, Wordpress, Photoshop, Lightroom
- Audio editing with ProTools, Audition and others

Groups and Associations

- Leadership Member - Tau Kappa Epsilon Fraternity
- Licensed Broadcaster - Federal Communications Commission (FCC)
- Member - National Association of Broadcasters (NAB)
- Member - National Honor Society
- Member - Who's Who Of America
- Planning Member - Town of Cape Carteret

Hobbies and Interests

- Government and Politics
- History and Culture
- Music - Radio and Club DJ, Instruments and Production
- Health and Fitness
- Beaches and Boating
- International Travel
- Various Sports
- Community Involvement
- Special Causes - Leukemia/Cancer and Veterans