

BROADCASTING SAMPLE

youremailaddress@cedarville.edu | 123.456.7890 | www.linkedin.com/in/yourname | www.yourportfolio.com

SUMMARY

Experienced public, interpersonal, and broadcast communicator with proven ability to accomplish organizational goals through communication-based leadership. Seeking to utilize growing skill set in order to be an asset to the company.

Skills

Public Speaking | Interpersonal & Digital Communication | Copywriting | Crisis Management | Customer Service
Radio Broadcasting & Marketing | Advertising | Organizational Leadership | Topic/Project Research

EDUCATION

Cedarville University

Cedarville, OH

Bachelor of Arts Broadcasting & Digital Media; Cumulative GPA: 3.94

05/2021

Minors: Business Administration, Comprehensive Communication Arts, Bible

Honors: 7-time Dean's Honors List | 2020 Alumni Scholarship Award (for excellence in communication arts)

| Applied Communication Scholarship (for excellence in speech communication) | 2017–2021 Marine Corps Scholar

PROFESSIONAL EXPERIENCE

Cedarville University Public Relations | *Calendar Specialist*

Cedarville, OH

10/2019–Present

- Marketed university events through community calendars to attract outside audiences
- Wrote copy for admissions material that helped attract a record enrollment
- Completed written projects including Cedarville University's *College of Distinction* listing

Resound Radio | *Station Manager, Music Director, On-air Talent*

Cedarville, OH

09/2017–Present

- Assembled and directed staff of 50, providing hands-on training and guidance
- Shared stories and engaging content through broadcast and social media for various drive-time, on-air shifts
- Spearheaded programming changes that helped attract hundreds of new listeners in a 3-month period
- Twice attended the *CMB Momentum Conference*, developing strategies for successful radio broadcasting

WCVO-FM 104.9 The River | *Radio Marketing Intern*

Columbus, OH

05/2019–08/2019

- Leveraged the power of radio to meet the marketing needs of businesses and organizations
- Learned effective marketing strategies through shadowing station leaders and sales-team members
- Received exclusive training from *Nielsen, Wizard of Ads, and Radio Advertising Bureau*
- Produced several commercials that aired on WZNP-Newark and WZCP-Chillicothe
- Gained hands-on experience in media management and radio marketing with award-winning station

Chick-fil-A Polaris | *Summer Marketing Director*

Columbus, OH

05/2018–08/2018

- Managed social media marketing via Facebook that attracted new engagement and audiences
- Trained personnel, advised management, and oversaw rollout of the Chick-fil-A One app marketing campaign

ACTIVITIES & INTERESTS

Cedarville University Speech Team Co-captain (2018, 2019 NCCFI National Champion)

Lambda Pi Eta (National Communication Association Honors Society)

Video Production

Scuba Diving

2016 Summer Missions Trip to Taiwan