

Craig Michaels

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EXPERIENCE

Creative Services Director - Seven Mountains Media **2022 – present**

- Part-time freelance contractor developing imaginative, effective multi-platform advertising.
- Hosted weekday PM drive in the Classic Hits format.

Program Director / Midday Host - Rubber City Radio Group — Akron, OH **2020 – 2021**

- Managed and coached air-staff of six as Program Director in a Classic Rock format.
- Developed program clocks, and generated music logs utilizing Music Master software.
- Wrote and produced informative, but concise station imaging.
- Worked with sales/promotion staff to develop contests with measurable results for clients.
- Increased ratings for station that had lost a heritage morning show by 35% - M35-64 (#1).
- Hosted the #2 midday show in the market with 42% audience growth M35-64.

Commercial Producer, Creative Services Group - Entercom — Philadelphia, PA **2019 – 2020**

- Staff Writer on a team writing, voicing, and producing radio ads for 35 stations in the Atlanta, Baltimore, Charlotte, Hartford, Philadelphia, and Washington D.C. markets.

Morning Show Host / Interim Brand Manager - Townsquare Media — Davenport, IA **2016 – 2018**

- Prepped and hosted a live, three-hour, locally-focused Classic Hits morning show.
- Managed program clocks, and generated music logs using G-Selector software.
- Wrote and produced station imaging and promos.
- Researched and wrote daily, locally-oriented blogs, and weekly email newsletters.

Production Dir. / On-Air Host / News Anchor - iHeart Media — Davenport, IA **2013 – 2015**

- Collaborated with sales staff and clients to write and produce effective ad copy.
- Voice-tracked locally-focused weekly shows in Classic Hits, and Country formats.
- Wrote and anchored live news/sports/traffic breaks for News/Talk morning show.

Producer / On-Air Host - Rogers Television — Ontario, Canada **1992 – 1997**

- Produced, and hosted live and recorded programs in news, variety and sports formats.

Freelance Copywriter / Producer / Voice Talent - Audioworks LLC **1989 – present**

- Part-time freelance writer, producer, and voice talent for assorted audio projects.

Multimedia Consultant / Producer - Virgo Multimedia **1992 – present**

- Develop and maintain marketing tools for small-business including web development; print design; radio/TV ad production; social media, e-mail database and newsletter management.

SKILLS

- Adept in log management, on-air hosting and voice-tracking with Wide Orbit, OpX, NextGen, and Zetta software.
- Clock management and music scheduling with Music Master and RCS G-Selector.
- Audio production with Adobe Audition 6.0 and CC.
- Proficient with Microsoft Office and Apple iWorks suites.
- Commercial art design with the Adobe Illustrator, Photoshop, and InDesign.
- Website design and maintenance in HTML, PHP and MySQL, WordPress, and Joomla.
- Social media management on Facebook, and Twitter.
- E-Mail list management with MailChimp, and SailThru e-mail marketing platforms.

COMMUNITY INVOLVEMENT

PLAYCRAFTERS BARN THEATER — Moline, IL

2007 – 2013

- Past-President, Marketing Chair, Actor/Director

IT'S A MYSTERY — Bettendorf, IA

2000 – present

- Improvisational comedy actor.