

# Keith Conrad

## Summary:

Content creator with 10 years of experience telling stories and engaging audiences through live on-air broadcast content, digital content and social media. Proven skills in every step of the process of creating content, from conception and production to publication, using that content to engage with audiences and doing it all on a tight deadline.

## Contact Information:

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## Skills:

- Creating on-air, digital & social media content
- Editing digital audio & video: Adobe Audition, Adobe Premiere
- Basic web design: WordPress, HTML, XML, CSS
- Google Analytics & Google AdWords

## Education:

University of Alabama at Huntsville  
Bachelor of Arts in Communication Arts, 2000-2005

## Employment Experience:

### WIND AM 560 Chicago, Illinois

Digital Content Specialist– October 2016 to Present

- Book morning show interviews & research & pitch segment ideas.
- Oversee morning show production staff.
- Manage social media accounts for the radio station & local shows.
- Develop & implement strategies for growing audience engagement through on-air content, digital content & social media.
- Conceive, write & produce show elements & comedic bits.
- Gather analytical data on the station's digital presence.
- Work with the sales team to develop digital content ideas for clients.

### The Garry Meier Show Podcast

Technical Advisor and Audio Editor - March 2016 to Present

- Develop strategies for building an audience for a new podcast for an established media personality.
- Develop strategies for increasing audience engagement on-air & through social media.
- Provide advice on podcast content & methods for generating revenue.
- Provide technical support for the host & social media team.
- Edit & upload the show for distribution on deadline.

### WLS AM 890 Chicago, Illinois

Interim Producer - July 2015 to October 2016

- Booked interviews & conducted pre-interviews with guests.
- Conceived, wrote & produced show elements & comedic bits.
- Wrote on-air copy for hosts coupled with relevant sound bites.
- Updated show website spotlighting on-air content & original digital content.

### WGN AM 720 Chicago, Illinois

Producer - March 2014 to December 2014

- Produced shows on-air & the station's digital platform.
- Booked interviews & researched & pitched segment ideas.
- Conceived, wrote & produced show elements & comedic bits.
- Developed ideas for original digital content.

### WIND AM 560 Chicago, Illinois

Executive Producer and Digital Editor - July 2009 to March 2014

- Developed & implemented strategies for growing audience engagement through on-air content, digital content & social media.
- Booked interviews & researched & pitched segment ideas.
- Conceived, wrote & produced show elements & comedic bits.
- Maintained show website & social media presence.

### WGST AM 640 Atlanta, Georgia

Producer and Digital Editor - December 2007 to July 2009

- Launched the radio station social media presence on Twitter & Facebook.
- Updated the show website, podcast & blog.
- Booked interviews & researched & pitched segment ideas.

### WISN AM 1130 Milwaukee, Wisconsin

Producer and Digital Editor - October 2005 to July 2007

- Booked interviews & researched & pitched segment ideas.
- Updated the show website, podcast & blog.
- Edited digital audio and & video.