

**DEANNA REED**  
8533 3<sup>rd</sup> Ave South  
Birmingham, AL 35206  
[deannamariereed@gmail.com](mailto:deannamariereed@gmail.com)  
205-586-3561

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**September 2012-February 2016**

***WBHJ 95.7 JAMZ and WALJ 105.1 JAMZ Marketing/Promotions Director***  
***Summit Media, Birmingham, AL***

- Set the tone and executed that JAMZ was the market leader in visibility and ratings; According to the Nielson rating (beginning Fall 2013-2016) WBHJ-95.7 JAMZ was and still is the #1 station with Adults 18-34 in Alabama.
- Ensured that Birmingham and Tuscaloosa JAMZ were the market leaders in creative, stand out and lifestyle related on air promotions and brand visuals which included a wide range of successful promotions such as: The Saving Our Daughters Anti-Bullying Campaign, Project Santa Toy Drive along with the Pack the Bus: Back To School Promotion.
- Developed JAMZ marketing and promotions budgets and worked monthly to track expenses and adhere to expense guidelines. Also assisted with the budget for 98.7 KISS FM as it pertained to planning joint events such as live morning show broadcast for Tom Joyner and Rickey Smiley.
- Director of successful NTR events which included creative concepts and event execution such as the "Road Show before the Car Show" for the 10<sup>th</sup>-12<sup>th</sup> Annual Magic City Car & Bike Show, The Black Rodeo, The Xclusive All White Affair, The Rickey Smiley Morning Show Live, The High School Spring Break Step Off and The Best In Minority Business Award.
- Developed an effective way to manage the promotional calendar that included station activities such as contesting start and end dates; sales remotes, club nights, NTR events and community events.
- Developed and managed trade opportunities as it applied to contesting and prizes with brands and companies such as Trukfit, Krunk Juice, Supra by Spectre, Citi Trends, City Gear and BET.
- Developed and created sales proposals for client and station promotions along with client recaps.
- Managed station social media sites.

**February 2015-February 2016**

***WAGG Heaven 610 and 102.1 FM On-Air Personality***  
***Summit Media, Birmingham, AL***

- Memorized script, reads, and/or ad-libs to identify station, introduce and close shows and announced station breaks, commercials, or community information.
- Scheduled and conducts on air interviews with guests and moderated panel or discussion show to entertain audience.
- Attended live, in-person appearances as scheduled by the station or requested by clients.
- Created and managed station Instagram page.

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October 2011- September 2012

***WBHJ 95.7 JAMZ Promotions Assistant  
Cox Media Group, Birmingham, AL***

- Performed office administrative functions including booking talent transportation, gathering invoices, calling winners for prize up etc.
- Mastered time management skills; being able to prioritize and multi-task.
- Worked closely with the station's programming director in regards to planning major station events as it pertains to writing artist request letters.
- Executed one hour van hits and two remotes as both talent and tech.
- Social Media Coordinator.

**REFERENCES**

Mary K. Schmitt  
Radio One, Inc  
Programming Director  
WPZS-FM 100.9/WOSF-FM 105.3/WQNC-FM 92.7  
[maryk@radio-one.com](mailto:maryk@radio-one.com)  
(205) 908-4105

Dwight Stone  
REACH Media, Inc  
Executive Producer  
[dwightstonecold@gmail.com](mailto:dwightstonecold@gmail.com)  
(314) 401-3454

Kim Patton  
Summit Media  
General Sales Manager  
[kim.patton@summitmediacorp.com](mailto:kim.patton@summitmediacorp.com)  
(573) 424-7146

Rolanda Hollis  
Alabama State House Representative  
[Rolanda928@hotmail.com](mailto:Rolanda928@hotmail.com)  
(205) 835-5140