

Bob Brandon

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Job Objectives

Web Designer

Radio Commercial Production Director / Manager

On Air Talent Position / Producer

Advertising Related Position

Qualifications Summary

See Web Portfolio: <http://BobBrandon.com/portfolio/>

Download Audio Demo: <http://BobBrandon.com/demo/>

Designed and maintained numerous commercial client web sites.

Designed first site in 1999.

Deadline driven, accustomed to multiple ongoing projects.

Over twenty years of experience as Radio Commercial Producer and Copywriter.

Successfully merged two radio production departments and digitized their systems.

Consistently earned top ratings for my on air time slots.

Web and Broadcast Professional Experience

WEB:

Harley-Davidson Of Charlotte

Webmaster/Web Designer

Maintain and update motorcycle inventory, specials, staff pages, and event pages on the website for a major Carolina dealership. Also includes sister site, www.tmccoc.com/ for Thunder Mountain Custom Cycles.

Crosland Shopping Centers

Webmaster/Web Designer

Maintain and update specials, store pages, and event pages on three websites: www.ShopStocrest.com, www.ShopSharonCorners.com and www.ShopGreenridge.com.

Metanoia Consortium

Webmaster/Web Designer

Site currently under development. Preview at www.getdetails.com/metanoia. Designed for a Premiere Leadership and Coaching Firm.

HelloBackyard.com

Webmaster/Web Designer

E-commerce site, currently under development. Will sell items for the Home and Garden. Inventory consists of over 3000 items, and over 150 suppliers.

RADIO:

Clear Channel Communications, Charlotte, NC April 1998 – November 2006

Production Manager

Directed the production in a department that processed several million dollars in ads each month.

Stations included WLYT, WEND, WKKT, WIBT & WRFX.

Supervised a staff of three full-time producers and Partnered with a sales force of 45.

Conceptualized, wrote and produced commercials daily.

Helped develop new clients.

Met with prospective advertisers to help facilitate the sale.

Performed live personal appearances at remote broadcasts.

On air evening personality for Country formatted WKKT in 2003.

WXRC-FM / WNNC / WIRC, Newton, NC March 1997 – April 1998

Production Director/Air Talent

In charge of all production for the three stations.

Supervised a staff of six full-time announcers.

Afternoon DJ live on Album Rock WXRC and Pre-recorded voice tracks for WIRC afternoon drive.

Personal appearances

Produced live call-in Automotive show on WIRC.

WSOC-FM / WSSS-FM / WFAE, Charlotte, NC February 1996-March 1997

Air Talent

Part-time air talent for three stations simultaneously:

Country formatted, and highly rated WSOC-FM, Lite Rock WSSS-FM, and Public Radio WFAE.

WEZC / WRLX (Now WLYT), Charlotte, NC August 1987-January 1995

Production Director/Air Talent

Developed the systems necessary for a new station to operate.

Supervised production with four full time announcers and a staff of twenty sales people.

On air talent in all dayparts, including Mornings.

WSOC-FM, Charlotte, NC September, 1981-September 1986

Air Talent/Public Service Director

Evening DJ when station first topped the ratings in Charlotte, a position it held for over a decade, & at one time, the most listened-to FM Country station in the nation.

Hosted popular Saturday Night Bluegrass program.

Hosted syndicated Bluegrass program, Mountain Fever, on 48 stations, 1984-85.

Education

April, 2005

Selling With Sound

New York City

Intensive sessions focused on creativity in commercial production, hosted by Dick Orkin.

November 1976-February 1977 ***Radio Engineering Inc. School*** ***Fredricksburg, VA***

Prep and training for FCC 1st Class License exam

August 1975-June 1976

Central Carolina Technical Institute ***Sanford, NC***

Radio-TV Broadcasting, including copywriting, announcing, psychology of selling, and sales.

References

Sent Upon Request