

# Paul Webber

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PORTFOLIO: [PAULWEBBER.BLOG](http://PAULWEBBER.BLOG)

## PROFESSIONAL SUMMARY

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A multi-channel marketing, media and voice over professional. Experienced in branding, web and email strategy, Customer Relationship Management, on-site, digital and direct marketing, as well as radio programming, promotions, copywriting and production. A creative, strategic thinker; effective problem solver; strong project manager; skilled writer; and goal oriented team player adept at building consensus.

## EXPERIENCE

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- Feb 2018—  
Present
- Marketing & Promotion Director, *WXRT-FM* Chicago, IL
- Audited and scaled back street level promotions to strategically align with station goals, maximize resources of promotions department and create a better interactive experience for listeners
  - Revised client and promotional pitches across departments to increase revenues with clients that were also promotional partners—secured an increase of 150% in ad spend from one client alone
  - Brainstormed ways save to business adversely affected by legal roadblocks and retained seven figure client across the cluster otherwise in jeopardy
  - Surveyed listener database to determine key strengths, weaknesses and opportunities for growth and recruited participants for focus groups to gain additional insight and develop action plan
  - Maximized promotions and marketing efforts to help increase weekly audience by 300,000 persons
  - Spearheaded in house on site solution saving the company over \$25,000 in hard costs for the summer
- Dec 2016—  
Present
- Consulting & Freelance Voice-Over & Production, [PAUL WEBBER](http://PAULWEBBER) Chicago, IL
- Consulting with clients such as: *WXRT-FM*, *AccuRadio*, *Proforma House*, *Illinois Back Institute*, *Voice Creative*, and *Tune Genie* on Database, Email, SEM, Digital Advertising and Social Media
  - Voice over and production for *Alan Brown Chevy*, *Travel Lane County*, *Movassaghi Plastic Surgery*, *European Coach Werkes*, *Mercedes Benz Eugene*, *Lynchburg College*, *An Optical Galleria*, *Community Foundation Frederick County*, *Third Coast Media* and others
- Feb 2003—  
Dec 2016
- Direct Marketing Manager, *WDRV-FM*, *WTMX-FM*, *WSHE-FM (WLUP-FM)* Chicago, IL  
Assistant Program Director, September 2015—December 2016 *WSHE-FM*, *WDRV-FM*
- Identified and targeted potential high growth listeners and created stations' first Customer Relationship Management program. Managed station databases, direct mail, email, loyalty marketing, and zip code targeting for audience acquisition and engagement through outdoor, on-mobile and digital mediums. **Cut direct mail costs by 28% and averaged 19% email open rate**
  - Helped secure over **\$1M from clients such as Allstate, Land Rover, American Express, Ravinia**, and others as expert strategy liaison between Sales, Programming and New Media in the creation and activation of promotions, sponsorships, features, digital asset development, segmented database targeting, online advertising and integrated content
  - Reviewed, implemented and trained personnel on new technologies including *TuneGenie*, *TagStati* *Tune-In*, launching of *HD 2 Channels*, *Shazam for Radio*, and *Slacker Radio* stream
  - Provided audience and ratings analysis to programming, marketing and sales demonstrating opportunities, challenges and success stories
  - Created on-air and online content and promotions to engage audience and increase listening
  - Implemented music tests and optimized music scheduling on *WSHE-FM* & *WDRV-FM*
- Aug 2000—  
Mar 2002
- Program Director, *WKMQ-FM* Rockford, IL
- Launched Oldies format on a previously unrated frequency, hired and oversaw staff, set up and integrated music scheduling with digital on-air, hosted afternoons, oversaw marketing/promotions
  - Debut Ratings: 3rd place Adults 35-64 M-Su, 7th Women 25-54 AM Drive and grew to 2nd place Adults 35-64 M-Su, 2nd Women 25-54 AM Drive

- Sept 1996 — Marketing Director, *WTMX-FM* Chicago, IL
- Aug 2000
  - Established and implemented station's first comprehensive marketing plan
  - Assisted in increasing annual revenues by **\$14M** with programming focused client solutions
  - Extended direct mail reach by a multiple of nine through promotional partnerships and secured TV crosspromotions extending marketing reach and frequency at no additional costs
  - Managed 10 person promotion staff and **\$3.25M** marketing budget
  - Increased total weekly audience **50%** through geodemographic analysis and targeting
  - Instrumental in increasing total week Arbitron ratings: 12+ 17<sup>th</sup> place to 6<sup>th</sup>, Adults 18-34 6<sup>th</sup> to 2<sup>nd</sup>, Adults 18-49 8<sup>th</sup> to 2<sup>nd</sup>, Adults 25-49 8<sup>th</sup> to 2<sup>nd</sup>, Adults 25-54 10<sup>th</sup> to 4<sup>th</sup>, Women 18-34 3<sup>rd</sup> to 2<sup>nd</sup>, Women 18-49 5<sup>th</sup> to 2<sup>nd</sup>, Women 25-49 5<sup>th</sup> to 2<sup>nd</sup>, Women 25-54 5<sup>th</sup> to 2<sup>nd</sup>
  
- May 1995— Production Director, *WLUP-FM* Chicago, IL
- Sept 1996
  - Wrote, voiced and produced Chicago A.I.R. Award winning station imaging and promos
  - Created music clocks and categories in Selector and scheduled music for all non-talk hours
  - Lead producer in conversion from analog to digital, trained others on Pro-Tools
  
- Oct 1993— Creative Services Director, *WTMX-FM* Chicago, IL
- May 1995
  - Created and produced Chicago A.I.R. & Illinois Broadcasters Association Silver Dome Award winning commercials and station imaging, spec work helped **secure 60+ new clients**
  - Department and budget management
  - Designed new digital production studios with engineers and broadcast architect

## AWARDS

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- Team member and lead director on the creation of multiple National Association of Broadcasters **Crystal Award** for community service entries netting six awards from 1996 to 2016
- Author/Co-Author of numerous finalist status **Marconi Award** entries, resulting in five Marconi Awards for excellence in Radio Broadcasting between 2003 and 2016
- **Chicago A.I.R. Award** “Best Station Contest” 1999 – MIX Music World Tour; “Best Public Service Campaign/Promotion” 1998 – MIX Volunteer Fair; “Best On-Air Audience Builder Promo” 1996 – Danny Bonaduce Sings The Grammys
- **Outstanding Service Award** March of Dimes 1997, 1998, 1999, 2012
- **Silver Dome Award IBA** “Best Station Produced Commercial-Humor” 1994 – European Furniture Warehouse; “Best Public Service Announcement” 1995 – Chicago Food Depository

## EDUCATION

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### Western Michigan University, Kalamazoo, MI

Dual Major: Bachelors of Science Communication Arts & Sciences, Bachelors of Business Administration  
 Minor: Advertising

## COMPUTER SKILLS

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Microsoft Office Suite: Excel, Access, Word, Outlook, Power Point and Publisher  
 Adobe Suite: Acrobat Pro and Photoshop, WordPress,  
 Editing software: Pro-Tools, Multiquence, Goldwave, 360 systems, Vox-Pro and Audition  
 Other: Selector, Tapscan, PD Advantage, and Xtrends