

# PAUL WEBBER

MARKETING, RESEARCH, AUDIO PRODUCTION & VOICE-OVER PROFESSIONAL

## CONTACT

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Paulwebber.blog

## SUMMARY

Experienced Events, Brand and Content creator, Voice-over artist, and Research professional combining art and science to create compelling, engaging work that resonates with audiences to hit desired KPI's. 30 years in Chicago radio creating events and experiences and marketing to build brands such as The MIX, The Loop, The Drive, She 100.3, and 93XRT.

## EDUCATION

### BACHELOR'S DEGREE

FIRST MAJOR:  
BUSINESS ADMINISTRATION

SECOND MAJOR:  
COMMUNICATION ARTS &  
SCIENCES

MINOR:  
ADVERTISING

Western Michigan University  
Kalamazoo, MI

## SKILLS

- Professional
- Strategic Planning
- Research
- Direct Mail
- Audience Targeting
- Music Scheduling
- Talent Development
- Department Management
- Public Relations
- Promotions & Marketing
- Mobile Marketing
- Social Media
- Budget Control

## WORK EXPERIENCE

### RESEARCH & INSIGHTS/CREATIVE SERVICES DIRECTOR

*Audacy Midwest | Chicago | February 2018 – September 2023*

Provided research and insights to the Midwest Market Managers, Chicago Sales team and Brand Managers. Marketing and promotions for 93XRT and 104.3 JAMS in Chicago and HOT 105.7 Milwaukee.

- Assisted in securing 2 million dollars of business quarterly and 8 million annually with sales enablement stories, data, positioning, copywriting, voice-over, production and brainstorming
- Direct mail targeting, creation and deployment for Audacy Chicago—specifically 93XRT, Newsradio 780/105.9, 104.3 JAMS and B96
- 93XRT KPI's
  - Increased target demo ratings 23% in first six months
  - #1 email open rate in company at 45%
  - #1 social media engagement in rock format group
  - #1 Total Listening Hours among Audacy music streams

### ASSISTANT PROGRAM DIRECTOR

*WDRV-FM & WSHE-FM | Chicago | 2015 - 2016*

Interim Program Director for WSHE-FM then Assistant Program Director of WDRV-FM and WSHE-FM. Responsible for staff scheduling, music scheduling, promotions development and execution.

- Through on-air and online content, events and promotions, engaged audience to improve ratings substantially
  - WDRV-FM 8th place to 3rd Men 25-54 M-Su
  - WSHE-FM 11th place to 3rd Women 25-54 M-Su
- Utilized music test results to optimize music scheduling on WSHE-FM & WDRV-FM for flow and rotation
- Audience ratings analysis for programming, marketing and sales to showcase opportunities, challenges and successes
- Focus group lead project manager including targeting, development and recruitment

### DIRECT MARKETING MANAGER

*Hubbard Radio | Chicago | 2003 - 2016*

Established Customer Relationship Marketing role including goals and roadmap for driving ratings through targeting meter holders with Direct Marketing/Loyalty programs. Responsible for station's largest annual

# PAUL WEBBER

EVENTS, MARKETING, RESEARCH, MEDIA & VOICE-OVER PROFESSIONAL

## SKILLS

- Technical
  - Selector
  - Research: XTrends, Nielsen, Scarborough, Media Impact, Quantcast, DOMO
  - CMS: Unity & Wordpress
  - CRM: PromoSuite, Aptivada & PostUp
  - Multiple Audio Editors & Delivery Systems
  - Excel, PowerPoint, Access, Word, Google Counterparts

## AWARDS

**SIX CRYSTAL AWARDS**  
Hubbard Radio | Chicago  
1996 to 2016

**FIVE MARCONI AWARDS**  
Hubbard Radio | Chicago  
2003 to 2016

**OUTSTANDING SERVICE**  
March of Dimes | Chicago  
Communications Committee  
and Signature Chefs Event  
1997, 1998, 1999, 2012

**CHICAGO A.I.R. AWARDS**  
WTMX & WLUP | Chicago  
Best Station Contest 1999  
Best PSA 1998  
Best Audience Builder 1996

**SILVER DOME AWARDS**  
WTMX | Chicago  
Best Commercial-Humor 1994  
Best PSA 1995

## WORK EXPERIENCE CONTINUED

event, The Drive's Free Birthday Concert including monetization through sponsorship and on-site activation.

- Helped secure over \$1M from clients such as Allstate, Land Rover, American Express, and Ravinia as strategy liaison between Sales, Programming and Digital
- Responsible for databases, direct mail, email, loyalty marketing, as well as zip code targeting for audience acquisition and engagement via outdoor, on-site, mobile and digital
- Cut direct mail costs 28% by managing projects in house for Hubbard stations around the country including WTOP D.C., The Sound L.A., Rock 98-5 Seattle, The Arch St. Louis, The Peak Phoenix, and others
- Reviewed, implemented and trained personnel on new technologies: TuneGenie, TagStation, Tune-In, launching of HD 2 Channels, Shazam for Radio, and Slacker Radio stream

### PROGRAM DIRECTOR

*WKMQ-FM | Rockford, IL | 2000 - 2002*

Responsible for the launch of this Oldies station including hiring all programming staff, setting up music, promotions and imaging.

- Launched station on a previously unrated frequency, hired, managed and coached staff, set up and integrated music scheduling with digital on-air delivery system, hosted afternoons, handled production and oversaw marketing and 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

### MARKETING DIRECTOR

*WTMX-FM | Chicago, IL | 1996 - 2000*

Established and implemented station's first comprehensive marketing plan, overseeing a staff of 10 and a budget of \$3.25M annually.

- Created high impact promotions and events to insert (WTMX) The Mix into the lifestyles of key target demographics
- 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 cross-promotions extending marketing reach and frequency at no cost
- Instrumental in increasing total week Arbitron ratings:  
12+ 17<sup>th</sup> to 6th, Adults 18-34 6th to 2nd, Adults 18-49 8th to 2nd, Adults 25-49 8th to 2nd, Adults 25-54 10th to 4th, Women 18-34 3rd to 2nd, Women 18-49 5th to 2nd, Women 25-49 5th to 2nd, Women 25-54 5th to 2nd

## VOICE-OVER WORK

Heineken  
WXMI-TV  
MTV Europe: Gloria Estefan  
The Box Music Television

Mercedes Benz of Eugene  
Michigan Shell Stations  
Armed Forces Radio Network  
Travel Lane County