JUDY JAE NASH

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PROFILE SUMMARY

On-Air Radio Personality and Promotions Specialist with 13+ years of experience growing conversion rates in brand activation, social media optimization, live broadcasts, commercial voice-overs, and driven campaigns to increase product/brand awareness. Expert in consistently entertaining large audiences with tireless enthusiasm. Opportunistic Marketing Professional constantly looking for new ways to expand the company's exposure and get a long-term return on investment (ROI) for innovative marketing campaigns. I am very adept in team collaboration, events, project planning, and problem-solving. My strong attention to detail ensures that projects or campaigns are kept on track and within budget, including market research data, KPIs, social media metrics, and consumers survey. A creative thinker who generates innovative and appealing concepts with the organizational chops to ensure smooth follow-through from beginning to end.

EDUCATION

Complete Game Broadcasting, **2009**
Certificate of Completion in Radio & Television Broadcasting

Meridian Community College, Meridian, MS, **2000-2002**
Media Production/ Marketing Management – Completed 42 credits, including 18 in marketing.

WORK HISTORY

Power 108.9, Atlanta, GA
On-Air Talent — Aug 2013 - Present

- Mornings with Michael and Jae Nash Daily News Podcast.
- Providing creative, entertaining and engaging content on-air, on-line and on-site while executing the station format.
- Host/Creator of Girl Power Hour Radio, an informative interview show encouraging and empowering women/girls to live life on purpose.
- Regulates program timing, operates syndicated programming, and plays commercials.
- Syndicated on iHeart Radio, WMRO - Nashville TN, Clear One Radio, Pandora, Spotify and Apple.
- Responsible for producing content, brand marketing and development. Podcast Distributor and Producer.
- Develops and executes full marketing plans and campaigns. Increasing social media engagement.

Entercom, Atlanta, GA
On-Air Talent — Jan 2019 - Apr 2020

- Performed various production duties and on-air talent.
- Producing and hosting an entertaining & informative on-air radio show.
- Dedicated, responsible, creative, energic, passionate, and goal-oriented professional in Radio and branding. Event Host.
- Morning show and midday host fill-in. Voiceover talent.
- No#1 Radio Show. Brand Activation Ambassador for live remotes.
- Worked as On-Air talent, Host, Radio Announcer, Board Operator, Presenter and Producer for Radio Stations.

Davis Broadcasting, Atlanta, GA
Promotions Director / On-Air Talent — Apr 2018 - Jan 2019

- Promotions Director at Atlanta's Smooth Jazz 101.1 FM -WJZA.
- Created commercial content from conception to air, copywriter and storyboard creator.
- Planning and executing promotions, media partnerships, sponsorships, brand awareness, contests and giveaways.
- Created and coordinated a range of special events. Scheduling guests for on-air talent. Live Remote Talent and Marketing professional.
- Used my innovative research abilities to come up with new ideas for station events & contests.
- Coordinated public service initiatives for causes & events while proactively pursuing relationships within the community.
- Ensured logged commercials, promotions, sweepers and any other programming element essential to the station's operation are aired.

The Atlanta Voice, Atlanta, GA
Marketing and Promotion Director / Media Personality — Aug 2017 - Jun 2018

- Scheduled and executed of On-site and off-site Promotions Managed and administered the budget for marketing and promotion.
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- Maintained a cohesive and effective working relationship with partners.
- Executed local social media strategy, activity monitoring and reporting.
- Responsible for promotions, media partnerships, sponsorships, brand awareness, events, contests and giveaways.
- Maintained station prize closet, inventory of station premiums and inventory and control of station banners.

Heidelberg Broadcasting LLC, WVOL, Nashville, TN
On-Air Talent/ Promotion Coordinator — Jan 2009 - Oct 2012

- Liaison with event sponsors, promoters, station clients, and audience.
- Developed & implemented innovative promotions and special projects.
- Managed a high volume of communication via phone calls, emails and meetings.
- Hosting a daily morning show/ interviewed a range of notable guests.
- Producer and Board Op for Warren Ballantine Show.
- Coordinated daily schedules/filling on-air logs/covering radio promos.
- Executing local events from concept through to completion. Creating video and presentation recaps for station sponsors.

Broadcast One, WEUP, Huntsville, AL
On-Air Talent — Jan 2009 - Oct 2012

- On-Air talent position.
- Station Brand Ambassador.
- Sports Announcer & Producer on WEUP & WHIY.
- Promotions Coordinator.

Cox Media Group, Atlanta, GA
Intern Producer — Jan 2008 - Jan 2009

- Related the music to local events and happenings.
- Producer of Murph Dawg and CJ Morning show.
- Brainstorming and researching show topics.
- Assisting in promotions, social media optimization.
- Street team coordinator. Live Broadcast

AREA OF EXPERTISE

- Marketing Management
- Promotions Specialist
- MS Office
- Marketing & campaign strategy
- Social media optimization
- Information architecture
- Commercial awareness
- Database management
- Presentation skills
- Management skills
- Performance analysis
- Digital content generation
- Project oversight
- Digital marketing
- Client relations
- Podcast Distribution
- Multi-tasking
- Data analysis
- Event coordination
- Campaign support
- Highly organized
- Adaptability
- Time Management
- Business communication

ACHIEVEMENTS

- Selected to attend the White House United State of Women Summit (2016)
- Partnered with Atlanta for Haiti for a Getaway with A Purpose
- Host of BET Music Matters Tour (Nashville TN)
- Hosted 2011 Southern Entertainment Awards (Female Personality of the Year Nominee)
- Host of the Indie Hip Hop Awards (Indianapolis, IN)
- Essence Festival Wellness House Host 2020 (Atlanta)
- Georgia Trend 40 under 40 Honoree
- Boys & Girls Club of Metro Atlanta Youth of the Year Host (2020)
- Atlanta's Jazz Festival Series Host (2019)
- Sister 2 Sister Relationship Columnist