

Craig Michaels

Phone — 309-737-7313

E-mail — mail@CraigMichaels.online

EXPERIENCE

Multimedia Marketing Consultant / Producer - Virgo Multimedia

1992 – present

- Freelance work with a number of small business clients to develop a marketing plan, then produce and maintain marketing tools including websites; print pieces; promotional video; radio/TV ads; social media, e-mail database and newsletter management.
- Local clients have included Digital Delay Race Electronics, Iowa Group Travel Association, Hickey Brothers Cigar Store, The Grape Life, It's A Mystery, Playcrafters Barn Theatre, Quad City Music Guild, Richmond Hill Players, Denkmann Elementary School, Handicapped Development Centre, and many more throughout the U.S. and Canada.

Creative Services Director - Seven Mountains Media

2022 – present

- Part-time remote position for a multi-station radio group working with account executives and their clients to develop, write, and produce effective creative for radio, and digital marketing.

Program Director - Rubber City Radio Group — Akron, OH

2020 – 2021

- Managed and mentored an air-staff of six as Program Director of a Classic Rock radio station.
- Worked with sales to develop promotions and live events with measurable results for clients.
- Designed graphics for PowerPoint and web, and managed, a Joomla-based site.

Producer, Creative Services Group - Entercom — Philadelphia, PA

2019 – 2020

- Staff Writer of a team developing and producing radio ads for Entercom radio stations in the Atlanta, Baltimore, Charlotte, Hartford, Philadelphia, and Washington D.C. markets.

Morning Show Host / Interim Brand Manager - Townsquare Media — Davenport, IA

2016 – 2018

- Hosted a local content driven morning show that promoted and championed the region.
- Researched and wrote daily, locally-focused blogs in a Word Press environment.
- Editor of social media platforms and publisher of weekly email blasts for three stations.
- Managed websites, social media presence, and edited weekly newsletters.
- Wrote and produced station imaging and promos.

Production Director / On-Air Host - iHeart Media — Davenport, IA

2013 – 2015

- Collaborated with sales staff and clients to write and produce effective radio ad copy.
- Produced a variety of print pieces and ads to promote our stations.
- Hosted locally-focused weekend shows on WLLR, and MIX 96.

SKILLS

- Proficient with Microsoft Word, Excel, Powerpoint, and the Mac OS equivalents.
- Commercial art design with the Adobe Illustrator, Photoshop, and InDesign.
- Website design and maintenance in HTML, PHP, WordPress, and Joomla.
- Social media management on Facebook, and Twitter.
- E-Mail list management with MailChimp, and SailThru e-mail marketing platforms.
- Advanced audio production with Adobe Audition 6.0 and CC.
- Basic video editing proficiency with iMovie and Adobe Premiere.
- Broadcast TV and radio hosting experience.
- Improvisational comedy and public-speaking.

COMMUNITY INVOLVEMENT

PLAYCRAFTERS BARN THEATER — Moline, IL

1999 – 2013

- Past-President, Marketing Chair, Actor/Director

RICHMOND HILL BARN THEATER — Geneseo, IL

2002 – 2017

- Actor/Director, Webmaster, Graphic Design

QUAD CITY MUSIC GUILD — Moline, IL

2000 – 2015

- Actor, Webmaster, Graphic Design

IT'S A MYSTERY — Bettendorf, IA

2000 – present

- Improvisational comedy actor.