

Summary: Communications professional with over 10 years of management and leadership experience ready to deliver immediate value for your company. Diversified skills include client relations, project management, creative problem solving, marketing, advertising and fundraising. Successful in developing strategies to increase revenue and improve the bottom line.

PROFESSIONAL ACHIEVEMENTS

General Manager of Toccoa Falls Radio (WRAF, WEPC and WPFJ) 2007 - Present. WRAF Station Manager 2001 -2007. Air Personality 1992 - Present.

- Accomplished the radio station's vision while securing annual revenue gains. The results were 8 straight years of generating over half a million dollars of support. This consistently led to yearly profits as cost controls were maintained. Highest totals in station history during this span.
- Negotiated new revenue contracts with program vendors resulting in a 50% increase.
- Produced and managed all aspects of 2 on-air, online and direct mail fundraisers per year leading to an annual increase of new donors and long-term support from continuing contributors.
- Managed and trained a staff of 15 people. Employee morale and teamwork increased notably.
- Provided direction and strategy in developing the radio station's website on 4 separate occasions resulting in increased web traffic, audience participation, name acquisition and online giving.
- Setup credit card and electronic giving options increasing donations.
- Devised promotions and events to engage listeners and the community.
- Created direct-mail newsletters and oversaw every aspect from content, formatting, printing and mailing.
- Developed radio advertising and marketing campaign for Toccoa Falls College.

BUSINESS DEVELOPMENT

Goal Setting
Moves Management
Event Planning
Correspondence
Underwriting
Giving Campaigns
Matching Gift Program
Email Marketing

MANAGEMENT

Hiring / Firing
Government Compliance
Conflict Resolution
Purchasing
Project Management
Budgeting
Internet Strategies
PR & Media Relations
Training & Coaching
Servant Leadership
Customer Service

MANAGEMENT RESPONSIBILITIES

- Managing vendor relationships.
- Handling and processing cash, checks and credit card donations.
- Recruiting, hiring and training staff.
- Scheduling staff work hours and outlining individual responsibilities.
- Using “Paylocity” (web-based payroll management system).
- Representing station at regional and national trade shows.
- Resolving conflicts for employees and customers.
- Conducting annual performance evaluations.
- Holding team accountable for achieving company goals.
- Overseeing OSHA and FCC compliance.
- Building and maintaining relationships with church leaders.

Social Media Experience:

Facebook
Pinterest
YouTube

Twitter
Instagram
SoundCloud

Google +
Tumblr
Constant Contact

Prior Radio Experience:

WCGQ, (Columbus, GA) 1988 – 1991.

WHHY, (Montgomery, AL) 1986-1988.

Education:

B.A., Pastoral Leadership Toccoa Falls College with honors. Toccoa Falls, GA

Master’s Degree coursework Southeastern Baptist Theological Seminary. Wake Forest, NC

Discover More:

<http://www.linkedin.com/in/bryanrace>

<http://www.BryanRace.com>

COMPUTER SKILLS

MAC & PC

Adobe Premier Pro

Adobe Audition CS

MS Word

Excel

PowerPoint

Keynote

Photoshop

Camtasia

Outlook

WordPress

AWARDS

2006 Radio Station of the Year (Crown Financial)

Academic All-American

Delta Epsilon Chi Honor Society

National Dean’s List

INFLUENCES

Seth Godin

John Maxwell

Peter Drucker

Dale Carnegie

Malcolm Gladwell

Zig Ziglar