

Richard (Ricky) Thomas

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WORK EXPERIENCE:

Alpha Media USA – Fredericksburg, VA
February 2019 – February 2020
Program Director/On Air Talent

- Lead all aspects of radio station's on-air experience in a leadership and operations role, ratings analysis, market research, responsible for music playlist scheduling, talent, content, programming, marketing and online presence.
- Determined and designed creative vision to enhance station image and visibility across broadcast, digital, and on-site.
- Developed, lead and managed cross-platform, integrated marketing programs that were on-brand, stood out in the marketplace and fully leverage streaming, digital and social platforms.

iHeartMedia, Inc. – Washington, DC / Baltimore, MD
October 2018 – December 2018
Region Digital Program Director (Interim)

- Lead all Digital & Social Media Content for iHeartRadio Washington, DC & Baltimore, MD stations.
- Designed and developed social media assets for Twitter, Facebook, Instagram and other social media platforms.
- Creative production of interactive animations and video loops for content building and live social media engagement.
- Developed, executed and leveraged mobile and social media efforts to help grow market share and digital revenue.
- Planned, developed and implemented digital content strategies, editorial calendars and brainstormed ideas of success.

Discovery Communications – Sterling, VA
October 2017 – October 2018
Master Control Operator

- Monitored daily on-air broadcast content for Discovery US & Northern Europe Television Networks.
- Monitored feeds for compliance of live programs, audio, graphics, subtitles and promos.
- Implemented appropriate disaster recovery action as needed to recover from air affected disasters and outages.
- Full knowledge of Evertz Mediator-X Cloud Based automation systems, video servers, and graphic generators.

iHeartMedia, Inc. – Winchester, VA
July 2013 – August 2017
Program Director/Digital Content Director/Social Media Director/On-Air Talent

- Oversaw all On-Air Broadcast Operations, Programming Content, Production, Promotions and Creative.
- Responsible for increasing market share, listenership, ratings growth, advertiser satisfaction and revenue.
- Oversaw all Digital & Social Media platforms for multiple iHeartRadio markets in Virginia; including the planning, development and implementation of strategies, content and editorial calendars to help attain monthly digital goals.
- Maintained, produced and designed all creative audio, promos, graphics and assets for broadcast and digital platforms.
- Performed daily music shows for multiple iHeartRadio stations, interviewed guests, callers and hosted live events.

CBS Radio – Hartford, CT
May 2013 – July 2013
On Air Talent/Digital & Social Content Producer

- Performed music intense shows, interviewed guests, callers and hosted live events to grow listener relationships.
- Ensured logged commercials, promotions and other programming essential elements to the station's operation aired.
- Maintained a personality blog and curated daily content for station Facebook, Twitter and Instagram social platforms.

Catamount Radio – Rutland, VT
December 2012 – May 2013
On Air Talent/Promotions Director/Digital & Social Content Producer

- Performed music intense shows, interviewed guests, callers and hosted live events to grow listener relationships.
- Collaborated with Programming, Sales and Clients to plan station events, remotes, van hits and other promotions.
- Maintained a personality blog and curated daily content for station Facebook, Twitter and Instagram social platforms.

Cox Media Group – Milford, CT
December 2011 – November 2012
On Air Talent/Social Media Contributor

- Performed music intense shows, interviewed guests, callers, and hosted live events to grow listener relationships.
- Ensured logged commercials, promotions and other programming essential elements to the station's operation aired.
- Maintained a personality blog and curated daily content for station Facebook, Twitter and Instagram social platforms.

AT&T Mobility – Milford, CT
November 2009 – November 2012
Retail Sales Consultant

- Met and exceeded assigned goals for: customer experience and reputation, sales and service, revenue and productivity.
- Demonstrated and sold the latest data/entertainment technology and devices, such as Wi-Fi, data devices and TV.
- Partnered with store management to successfully launch new products, services or processes.
- Handled all administrative aspects of the sale including completing customer contracts, warranties and billing.

Pamal Broadcasting – Poughkeepsie, NY
December 2010 – December 2011
On Air Talent/Creative Imaging Producer/Social Media Contributor

- Performed music intense shows, interviewed guests, callers, and hosted live events to grow listener relationships.
- Adhered to all guidelines, policies, procedures, federal, state and local laws.
- Ensured logged commercials, promotions and other programming essential elements to the station's operation aired.

Best Buy Mobile – Wilmington, DE
September 2009 – November 2009
Mobility Specialist

- Handled all aspects of the sale including customer contracts and warranties, customer payments transactions.
- Provided personalized service and exceptional expertise for customers.
- Maintained up-to-date knowledge of wireless products, accessories, pricing plans and service features.

Delmarva Broadcasting Company – Wilmington, DE
June 2008 – September 2009
On Air Talent/Creative Services Director/Social Media

- Performed music intense shows, interviewed guests, callers, and hosted live events to grow listener relationships.
- Worked with artists, sales, advertisers, record labels and venues to market content to stations listening audience.
- Collaborated with Programming, Sales and Clients to plan station events, remotes, van hits and other promotions.
- Designed custom sound elements for sonic branding and wrote creative branding copy for the radio station.
- Planned, wrote and produced liners, promos, specialized show content and developing a system to keep it all fresh.

Berkshire Broadcasting – Danbury, CT
July 2007 – June 2008
On Air Personality/Creative Imaging Producer

- Performed music intense shows, interviewed guests, callers, and hosted live events to grow listener relationships.
- Collaborated with Programming, Sales and Clients to plan station events, remotes, van hits and other promotions.
- Adhered to all guidelines, policies, procedures, federal, state and local laws.
- Maintained a website personality page (blog) and curated content for station.

Flextronics – Wallingford, CT
June 2007 – June 2008
Retail Technical Services

- Provided a high level of technical customer service support at a Device Support Center.
- Obtained sales goals for non-commissioned up-selling of accessories and enhanced features.
- Met and exceeded productivity goals while still performing various assigned duties.
- Established strong rapport and trust with customers, both internal and external.
- Programmed, troubleshoot and test cell phones and accessories plus tracked and maintained inventory.

Sprint – Orange, CT
September 2005 – June 2007
Retail Sales Consultant

- Provided a total sales solution for customers wireless/mobility needs.
- Sold the value of Sprint's devices, accessories and service plans; maximizing Sprint-customer connections.
- Delivered an outstanding store experience to improve customer loyalty and strengthens the Sprint brand.
- Met and exceeded key performance objectives, including sales and customer satisfaction goals every month.
- Accurately set up accounts, devices and plans, identified customer billing issues, technical and/or account issues.

iHeartMedia, Inc. – Hamden, CT
August 2004 – September 2005
On Air Talent/Programming Assistant/Imaging Producer

- Performed music intense shows, interviewed guests, callers, and hosted live events to grow listener relationships.
- Collaborated with Programming, Sales and Clients to plan station events, remotes, van hits and other promotions.
- Recorded events (i.e. photos, videos, audio and social media measures for station promotions).
- Maintained a website personality page and curated content for station site.
- Ensured logged commercials, promotions and other programming essential to the station's operation are aired.
- Maintained a website personality page (blog) with compelling and entertaining content for listeners.

Cox Media Group – Milford, CT
September 2002 – December 2003
Promotions/Programming Intern/Studio Phone Op

EDUCATION:

Norwalk Community College – Norwalk, CT / Broadcast Communications 2003 - 2005
Jonathan Law High School – Milford, CT / High School Diploma 1999 - 2003

ADVANCED SKILLS:

Digital Marketing, Creative Writing, Adobe, Creative Suite, Customer Service, Social Media Marketing, Social Networking, Social Media Management, Online Marketing, Digital Media, Digital Strategy, Branding, Brand Management, Radio, Broadcast Media, Creative Design, Multimedia, Photoshop, Graphic Design, Illustrator, Premiere Pro, Marketing, Wordpress, Word, Excel, Powerpoint, Audio Editing, Audition, iOS, Twitter, Facebook, Instagram, Sales, On Air Talent, Programming, Streaming Audio, Digital Audio, Digital Ads, Content Creation & Development, Content Marketing, Omniture, Google Adwords, Google Analytics, AndoMedia, Talent Management, Promotions, Master Control, Broadcast Operations, After Effects, Indesign, Final Cut Pro, Mac OS, Photography, Email Marketing, Podcasting, Adobe Creative Cloud, Broadcast Operations, On Air Talent, Talent Management, Multitrack Editing, Audio Editing