

Craig Michaels

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EXPERIENCE

Freelance Copywriter / Producer / Voice Talent - Audioworks LLC **1989 – present**

- Part-time member of a team of seasoned, freelance writers, producers and voice talent.
- Voiced hundreds of commercials for radio and TV in a variety of styles and character voices.

Evening Host / 97.5 WONE - Rubber City Radio Group — Akron, OH **2020 – present**

- Remote voice-track five-hour weekday evening, and Saturday midday shifts, part-time.

Commercial Producer, Creative Services Group - Entercom — Philadelphia, PA **2019 – 2020**

- Member of a team writing, voicing, and producing radio ads for Entercom stations in the Atlanta, Baltimore, Charlotte, Hartford, Philadelphia, and Washington D.C. markets.
- Work with clients to write imaginative, creative, effective ad copy, then gather elements (voice, music, sound effects) and produce finished creative.
- Mentor team members to hone their creative writing, and voice-acting skills.

Morning Show Host / Interim Brand Manager - Townsquare Media — Davenport, IA **2016 – 2018**

- Prep and host a live Classic Hits weekday morning show, and voice-tracked weekend show.
- Manage program clocks, and generate music logs using G-Selector software.
- Write and produce station imaging and promos.
- Work with sales to develop and implement contests, on-air features, and events.
- Research and write daily, locally-oriented blogs.
- Manage website, social presence, and edit weekly newsletter.

Production Dir. / On-Air Host / News Anchor - iHeart Media — Davenport, IA **2013 – 2015**

- Collaborate with sales staff and clients to write and produce effective ad copy.
- Manage talent staff to ensure production is completed effectively and on-time.
- Work with national sales staff to ensure proper scheduling and dubbing of national copy.
- Prep and host weekly shows in Classic Hits, Country, and Classic Rock formats.
- Write and perform live news/sports/traffic breaks for morning show on news/talk station.

Producer / On-Air Host - Rogers Television — Ontario, Canada **1992 – 1997**

- Produce, and host live and recorded programs in news, variety and sports formats.

Multimedia Consultant / Producer - Virgo Multimedia — Rock Island, IL **1992 – present**

- Develop and maintain marketing tools for small-businesses including website development and management; print media design; radio and TV ad production; social media, e-mail database and newsletter management.

SKILLS

- Adept in log management and voice tracking with Wide Orbit Remote Voice Track, OpX, NextGen, and Zetta software.
- Clock management and music scheduling with RCS G-Selector.
- Audio production with Adobe Audition 6.0 and CC.
- Proficient with Microsoft Office and Apple iWorks suites.
- Commercial art design with the Adobe Illustrator, Photoshop, and InDesign.
- Website design & programming in HTML, PHP and MySQL, and WordPress.
- Social media management on Facebook, and Twitter.
- E-Mail list management with MailChimp, and SailThru e-mail marketing platforms.

COMMUNITY INVOLVEMENT

PLAYCRAFTERS BARN THEATER — Moline, IL

2007 – 2013

- Past-President, Marketing Chair, Actor/Director

IT'S A MYSTERY — Bettendorf, IA

2000 – present

- Improvisational comedy actor.