

shawn baker

shawn.baker@czr.me • 214.810.4355 • <http://czr.me/> (portfolio with reels/mixdowns/web/code)

SUMMARY OF QUALIFICATIONS

- Curious, efficient, laughing.
- Proficient in audio editing software Adobe Audition & ProTools, video editing software Adobe Premiere, and office tools such as Microsoft Word, Excel, Powerpoint.
- 6+ years writing/voicing/producing/DJing/consulting in non-profit & corporate radio.
- 15+ years programming projects using HTML/CSS/JavaScript, PHP, MySQL, Python, and Bash.
- Proactive about problem solving, hungry to create a welcoming and energetic environment.
- Proven level-headed leader devoted to effective communication and never-failing 1:1s.

PROFESSIONAL EXPERIENCE

czr media llc -- Dallas, Texas | Portfolio with reels/mixdowns/web/code: <http://czr.me/>

Owner -- 2011-Present

- Writing, voicing, recording, producing, consulting on audio for radio, TV, commercials, longform, audiobooks, etc.
- Web design & implementation for a wide array of interesting or eccentric clients.
- Record/produce weekly multi-market syndicated radio program Safe Money Talk Radio.
- Production and other assistance for JPR Entertainment.

88.5 KEOM -- Mesquite, Texas

Radio DJ & Production -- March 2015-Present

- Showcasing unique charm & talent in a live and local WideOrbit-powered studio in the 5th major market.

HomeCEUConnection.com -- Plano, Texas

Distance Education Coordinator (Production) & DevOps -- March 2015-July 2016

- Lighting, filming, and editing professional video components for educational courses for thousands of customers.
- Provided voice narration for continuing education products in the healthcare field.
- Programmed Amazon Glacier backup/verification tool to streamline workflow and data usage, in Python w/ HTML. Roped into Brightcove API via a custom Python script to greatly assist in auditing video database.
- Programmed quick wins in an agile environment while being the link between IT and Operations.

Reading & Radio Resource (North Texas Radio for the Blind) -- Dallas, Texas

Radio Consultant -- September 2014-March 2015

- Re-organized and streamlined duties performed by the Station Manager, including:
 - talent & program repository; episode documentation; board op training; talent & editor coaching; broadcast calendar; station imaging & formatics; holiday programming; talent & board op airchecking scheduling; listener feedback program; program development.
- Brought efficiencies into the control room, such as:
 - dropping CDs and embracing a fully digital audio playback & recording solution; fully reorganizing CR for modern best-practices; revamping all-paper log into a formal digital system; emergency readiness for both technical- and personnel-based issues.

Ropewalkers LLC -- Dallas, Texas

Facilitator, Programmer, & Account Services -- April 2014-September 2014

- Spearheaded social services such as standard web-based social media (Twitter, Facebook, Instagram...) and managed/voiced/produced company-wide audio content (podcast, radio advertisements...)
- Provided creative services for an array of diverse clients (real estate developer, foundation repair, high-end retail homegoods, regional home builder associations...)
- Programmed customer-facing websites (custom sites on LAMP stack, Wordpress implementations...) and completely customized phone systems (Twilio, OpenVBX, Grasshopper...)
- Leveraged marketing tools for clients (Movable Ink, Optimizely, ClickTale, AdRoll, Mailchimp...)
- Designed and coded unique databases to provide useful consumer & internal metrics/statistics (PHP/MySQL...)
- Built internal knowledgebase and documentation system for technical and client-specific tasks.

Cumulus Dallas -- Dallas, Texas

Production for NewsTalk 820 WBAP and News & Information 570 KLIF -- March 2012-April 2014

- Managed overall daily production needs for WBAP & KLIF; delegating tasks, dubbing audio, producing, editing, etc. Dealing with tools such as vCreative and Stratus.
- Responsible for maintaining the WBAP & KLIF weekend programming schedules, a master scheduling document for the programming, sales, and technical staff for all Saturday & Sunday programming.
- Recorded and produced various weekend show spots, elements, and content weekly.
- Weekly continuity/traffic duties for four dozen barter properties from CMN, Premiere, & Radiate across three stations, utilizing Cumulus' proprietary traffic/continuity software Stratus.
- Regular Production Director fill-in, coordinating & delegating full Production load for a 6-member team across a 7-station cluster in a top five market.

Production Assistant for Talk Radio 570 KLIF & 99.5 The Wolf -- September 2010-March 2012

Program Director assistance for Talk Radio 570 KLIF -- April 2011-March 2012

- Managed any day to day logistical issues for KLIF in an essential capacity during a cluster-wide moving process while KLIF was separated from the main office.
- Assembled the weekly board op schedule; coordinating with both full and part time producers and board ops.
- Manually Powerlinked every day's program log into Enco, and assisted in getting a custom setup working.

Board Operator for Talk Radio 570 KLIF -- September 2010-February 2012

Promotions for SportsRadio 1310 The Ticket & i93 -- June 2010-December 2010

KNTU-FM 88.1 -- Denton, Texas

North Texas Jukebox Producer/Host (All Request Show) -- May 2009-August 2010

- A plethora of experience with radio automation systems ENCO and Op-X -- live manipulation & voice tracking.
- Brought a welcoming and witty persona to the airwaves while being inviting to listeners, disseminating necessary information, and backselling played music requested by a large listenership.

DJ -- January 2009-May 2010

- Jocked with both a digital repository of music and CDs, manually backtiming.

News Writer -- January-August 2010

- Proficiently used Burli to manage multiple stories/edit news content (via Associated Press or in-house).

Balloon Distractions -- Dallas, Texas Balloon Artist -- September 2008-May 2009

- Worked restaurants and parties as a single entity, developing off-the-cuff entertainment skills.
- Honed a witty, welcoming personality in order to convert bystanders into customers on the spot.
- Learned some neat balloon party tricks, too.

Bluehost -- Orem, Utah Level 2 Technical Support Engineer -- February 2007-May 2008

- Provided concise and professional technical support to escalated cPanel-wrapped Web hosting customers while focusing on a friendly nature, combined with correct and understandable explanations.
- Large use of SSH to remote-manage hosting accounts or servers; PHP/MySQL, Bash, HTML/CSS skills honed.

Maxim Integrated Products/Dallas Semiconductor -- Dallas, Texas

Applications Engineering Intern -- May 2003-December 2006

- Extensively tested, soldered, and assembled hardware evaluation kits for distribution to potential clients for testing of compact integrated circuits, focusing on quality assurance and time efficiency.
- Designed and maintained intra-office intranet through use of scripting languages such as HTML, PHP, and XML.

AWARDS AND ACCOLADES

2015 MARCOM Gold Winning Vocalist "What's Apparent Promo"

2010 Festival of Media Arts Student Audio Competition Honorable Mention, PSA/Commercial Category
"North Texas Jukebox Promo"

2010 Texas Intercollegiate Press Association 3rd Place Award: Radio Spot Commercial, Promo, PSA
"North Texas Jukebox"

EDUCATION -- 2010, Bachelor of Arts, **Radio/Television/Film**, *University of North Texas*, Denton, Texas

REFERENCES

Tyler Cox, (214) 520-4365 -- Operations Director & Program Manager -- WBAP-AM & KLIF-AM

Jon Griffin, (214) 435-5414 -- Production Director with KPLX-FM & KLIF-AM

Mark Lambert, (940) 565-2435 -- Program/Operations/News Director/Webmaster with KNTU-FM