

JONATHAN PELETIS

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Seeking challenging position with highly profitable company utilizing my strong background with interactive content, email/social network marketing, and audio/video production.

- ♦ Email Marketing and Statistics
- ♦ Podcast & Live Streaming
- ♦ List/Database Management
- ♦ Event Planning
- ♦ Writing Sales Copy
- ♦ Social Network Integration
- ♦ Radio Syndication
- ♦ Blogging and SEO
- ♦ Affiliate Sales & Marketing
- ♦ Contract Negotiations
- ♦ Video Production/Final Cut Pro
- ♦ Audio Production/Adobe Audition
- ♦ Graphics/Adobe Photoshop
- ♦ Website Creation & Management
- ♦ Website Analytics & Statistics

RELEVANT EXPERIENCE Nextmedia 360, Crystal Lake, IL (WZSR & WWYW) Jan 2011 – Present

INTERACTIVE BRAND MANAGER

- ♦ Managed all sales and marketing of interactive products for new and existing radio clients of the two stations, including website builds and maintenance, mobile marketing, video production, email marketing, SEO, live chat, and more.
- ♦ Handled all internal interactive duties such as station website content, live streaming support and statistics, email marketing, social media, promotional banners and other graphics, and staff training on most effective uses of interactive services.

KT Radio Network, Westmont, IL Aug 2009 – Sept 2010

INTERACTIVE CONTENT DIRECTOR

- ♦ Created and managed email marketing campaigns and website content for nationally syndicated radio hosts: Kevin Trudeau and Mancow Muller, which also included blogging, graphics, social network integration, and video production.
- ♦ Negotiated affiliate sales programs (most providing 30-50% commission rates) with sponsors of the show, which consisted of air time, banners, and email marketing.

NextMedia, Aurora, IL (WERV) Jan 2008 – Jan 2011

ON-AIR TALENT / VIDEOGRAPHER

- ♦ Provided compelling on-air content, ran live board, remote board operation, voiced client commercial spots, and recorded and edited remote breaks.
- ♦ Worked with talent, program director, and sales to shoot and edit entertaining web videos with the intention of bringing viewers back to station website.

The Allant Group, Naperville, IL Jun 2007 – Aug 2009

SENIOR COORDINATOR

- ♦ Managed direct marketing campaigns for mid-size to large corporations, including being the primary contact for several Bank of America credit-based programs.
- ♦ Responsible for quality control of telemarketing/data management projects to ensure proper processing was completed per the client's specifications.

PROFESSIONAL DEVELOPMENT ILLINOIS CENTER FOR BROADCASTING
Audio / Video Production 2007 – 2008

DEPAUL UNIVERSITY
Liberal Arts 2003 – 2006

COLLEGE OF DUPAGE
Marketing 1996 – 1999