

**Name**

Address  
Address  
Telephone

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**Experience:** SPORTSCHANNEL • City, State 1981 to 1989

(Steadily growing regional sports cable network)

**Program Manager** (1983 to 1989). Plan and direct daily trafficking and inventory operations for all commercial advertising and on-air promotions. Provide hands-on management with emphasis on long-range forecasting & planning, program acquisition, marketing, and consumer relations. *Report to Director of Operations.*

- Administer \$500K budget in network's largest department.
- Supervise Traffic Coordinator and Programming Assistant in the administration and troubleshooting of on-air programming.
- Closely coordinate with sales, marketing, public relations, technical, and product managers to ensure the highest quality programming, service, promotion, and product awareness.
- Assisted in the automation of daily operation logs and the research, selection, and development of a computerized commercial insertion system.
- Participate in the expansion of programming and services resulting in increased customer satisfaction and sales.

**Production Assistant / Promotions Coordinator** (1982 to 1983)

**Office Manager / Administrative Assistant to President** (1981 to 1982)

INSURANCE COMPANY • City, State

1976 to 1981

**Executive Secretary** (1978 to 1981)

**Administrative Assistant / Word Processor** (1976 to 1978)

**Education:** UNIVERSITY • City, State

**Bachelor of Science in Business Administration** (1981)

CONTINUING EDUCATION includes Personnel Management, Budget Reporting, and Marketing.

**Activities:**

- Active Member of *Women in Cable*.
  - Former Citizen Advocate for state Association for Retarded Citizens.
  - Participate in aerobics, tennis, and fitness activities.
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*References available upon request.*

