

Abby Zellmer

SKILLS

- Highly organized and motivated.
- Experience with promotional creation, planning, and execution.
- Knowledge of multiple social media platforms and their uses.

EXPERIENCE

- **WDRM/WQRV-HD2 – 102.1 Huntsville, AL** **10/2016-Present**
Program Director/On Air Personality
 - Oversee the daily operations of a radio station which includes websites and social media accounts
 - Create and execute promotions for the station
 - Daily updates to blog and posting to social media accounts
- **WGNE – 99.9 Gator Country Jacksonville, FL** **10/2015-8/2016**
Assistant Program Director/Music Director/On Air Personality
 - Work with sales and marketing to execute promotions on air, online, and with social media
 - Created and executed social media plan for jocks
- **WMAD – 96.3 Star Country Madison, WI** **2/2011-8/2015**
Imaging Director/Music Director/Assistant Program Director/On Air Personality
 - Assisted in creating and executing our “Class of” concert
 - Executed “Operation Toy Drive” for three years
 - Chose and scheduled music and contributed to the overall sound of the station
 - Oversaw all station promotions
- **WMIL – FM106.1 (Country) Milwaukee, WI** **1/2013-8/2015**
On Air Personality
- **WZEE – Z104 (CHR) Madison, WI** **6/2007-2/2011**
Morning Show Producer (Connie & Fish)/On Air Personality
 - Planned daily morning content
 - Worked with morning show on appearances and events
 - Produced and edited daily show audio

SOCAL MEDIA

- Twitter: @AbbyRaeRadio
- Facebook: Facebook.com/crabz
- Instagram: instagram.com/abbyraeradio

EDUCATION

University of Wisconsin - Oshkosh Oshkosh, WI
Bachelor of Arts – Graduated: May 2007
Major: Radio-TV-Film, Minor: Journalism