

Strategic and tenacious communications professional with more than ten years of experience in driving user engagement and brand recognition in the radio and television industries. Demonstrated success in driving marketing, public relations, and growth campaigns, able to craft and curate compelling content and collateral. Experienced in cultivating relationships with internal and external stakeholders at all levels, able to quickly develop rapport with individuals of all backgrounds. Possesses exceptional organizational and project management skills; effectively prioritizes competing demands and shifting needs in fast paced, high volume environments. *Areas of expertise include:*

<ul style="list-style-type: none">• Communications• Public Relations• Brand Identity / Brand Management• Project Management	<ul style="list-style-type: none">• Leadership / Team Development• Marketing Campaigns• Social Media Engagement• Graphic / Web Design
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PROFESSIONAL EXPERIENCE

THE LONI SWAIN SHOW | PODCAST HOST + PRODUCER | 2018 - PRESENT

- Plan, record, edit and produce top rated weekly podcast providing support for the struggles, celebrating the successes and sharing the stories of women of color
- Prospecting and scheduling guests
- Brainstorm and conceptualize show topics
- Create and share supporting social media posts
- Host and interview guests
- Manage all aspects of set-up, launch, publishing and promotion
- Seek and create opportunities for sponsorship, exposure and referral partnerships.

ELLE ES CONSULTING | DIGITAL BRAND + MARKETING CONSULTANT | 2016 - PRESENT

- Create/manage identity branding, press kits and promotional collateral for email marketing and social media campaigns
- Conduct website and social media audits to implement customized plans for improvement
- Manage and update website and social media platforms
- Identify strategic partnership opportunities and outreach initiatives.

Selected Achievements:

- Achieved 15% sales increase with 6.27% website conversion rate for client
- Increased client's social media following and engagement by 20%

WGNO TRIBUNE BROADCASTING | FILL-IN ANCHOR | 2018-2019

New Orleans, LA

- Delivered on-camera newscasts for News With A Twist.
- Engaged in commentary about various pop-culture and community issues

ROLLING OUT MAGAZINE | CORRESPONDENT | 2017-2018

- Researched and crafted scripts/ questions for on-camera Interviews.
- Drafted, edited, and posted event recaps on social media platforms.

LONI LOO'S HOMEMADE CANDIES | CEO | 2012-2017

Chicago, IL

- Oversaw daily operations, including business development, branding, growth management, marketing campaigns, inventory management, vendor relations, customer support, and records maintenance.
- Created, implemented, and monitored strategic growth plans.
- Tracked, measured, and analyzed performance; developed performance reports to derive actionable insights to improve performance, conversion, and brand awareness among core consumer targets.
- Created and distributed traditional and digital promotional collateral, including: flyers, e-newsletters, business cards, postcard mailers, coupons, company website, and social media platforms.
- Develop and executed earned media campaigns; track and review all media and blog coverage.

Selected Achievements:

- Featured in Southwest Airlines Magazine.
- Featured on the catering menu at The Godfrey Hotel - Chicago

THE MARKETING ARM | TRAVELING HOST | 2016-2017

- Conducted celebrity interviews in front of live audiences; curated and delivered through-provoking conversation topics and question and answer sessions.
- Developed and executed strategies to drive audience engagement.
- Created interactive games and activities for the AT&T Studio Live Tour with the cast of Power, a STARZ series.
- Posted event photos of social media to drive increased user engagement and brand awareness.

AMERICAN URBAN RADIO NETWORK | EXECUTIVE PRODUCER & CO-HOST | 2016 – 2017

Dallas, TX

- Planned, produced, and executed a nationally syndicated pm-drive radio show.
- Sourced and scheduled guests and assisted in crafting appropriate programming direction.
- Generated ideas, created content, and authored and edited on-air scripts.
- Voiced on-air endorsements for various companies and brands.
- Created and executed on-air promotional giveaways.

IHEART MEDIA, INC. | ON-AIR RADIO PERSONALITY | 2009-2015

Chicago, IL / New Orleans, LA

- Created, planned, and implemented internship curriculum. Provided daily supervision of intern staff.
- Developed and maintained blogs and social media platforms, including the production and editing of video and photo content. Managed user engagement and social media promotional campaigns.
- Drafted and voiced on-air commercial copy for various company and brand partnerships and endorsements.
- Authored copy for online promotional advertisements and endorsements.
- Created organic online content used in endorsements and by digital partners.

Selected Achievements:

- Obtained and maintained "Top 5" on-air ratings.
- Executed strategies to drive daily web traffic to a dedicated iHeart personality blog, garnered 20,000+ unique visitors per month and achieved "Top 10" blog standing in the iHeart Media Chicago.

RADIO ONE | ON-AIR RADIO PERSONALITY | 2006-2007; 2007-2009

St. Louis, MO / Baltimore, MD

- Produced and executed live on-air radio shows.
- Created, planned, and executed a signature event, "Loni Love Lounge Live." Sourced, selected, and scheduled special celebrity guests Conducted live and recorded interviews with attendees and celebrities.

Selected Achievements:

- Obtained and maintained "Top 5" on-air ratings.
- Achieved the highest time-slot ratings in the history of the radio station in Baltimore.

ADDITIONAL EXPERIENCE

Digital Cafe	<i>Executive Producer / TV Host</i>	May 2015 – Aug 2015	Chicago, IL
iHeart Media, Inc.	<i>On-Air Radio Personality</i>	May 2002 – May 2006	New Orleans, LA
iHeart Media, Inc.	<i>Intern</i>	Jan 2002 – May 2002	New Orleans, LA
WGNO Public Radio	<i>Production Manager Assistant</i>	Sept 2001 – May 2003	New Orleans, LA

EDUCATIONAL BACKGROUND

UNIVERSITY OF NEW ORLEANS New Orleans, LA

B.A., Mass Communications – May 2005

Selected Achievements:

- Honors: Dean's List 2001, Phi Eta Sigma National Honor Society
 - Study Abroad: Costa Rica / Summer 2004
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TECHNICAL SKILLS

Microsoft Office, Adobe Creative Suite, Adobe Audition, Audacity, Vox Pro, Canva, Wix, Squarespace, Shopify, Slack, iMovie, Hootsuite, Google Analytics Certification

PERSONAL & PROFESSIONAL SKILLS

Resourceful, Analytical, Team Player, Problem Solver, Detail Oriented, Creative, Organized, Dependable, Troubleshooter, Integrity, Quick Learner
