

# Jared Goldberg

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## PROGRAMING • MARKETING • PROMOTIONS • CREATIVE SALES • LEADERSHIP

Built, led, and executed competitive market strategy, capturing dominant market share and setting new performance standards; Proven track record of ratings success, exceeding revenue goals and creating award winning campaigns for major clients, such as Pepsi and Suzuki; expertise includes:

- **Team Leadership and Development**
- **Market Specific and Targeted Radio Programming**
- **Building and Executing Competitive Marketing Strategy**
- **Planning and Executing Complex Multi-Level Marketing Plans**
- **Imaging, Copy and Script Writing**
- **Event Planning and Execution**
- **Video and Audio Production**
- **Web Building and Multi-Media Integration**

## EXPERIENCE

**Loan Originator — Mortgage Specialist** **December 2009 - Current**  
**Ideal Home Loans, Leader1 & Freedom Financial** **(Colorado Springs, CO)**

Develops and fosters relationships with contractors, realtors and borrowers while providing home mortgage origination services. Generates leads, builds client pipelines and manages them through the processing, underwriting, closing, post closing and funding processes. Top producer in the state of Colorado for LeaderOne Financial in 2010—managing millions of dollars in financial transactions each month.

**New Media Director** **July 2008 — December 2009**  
**On-Air Talent**  
**Clear Channel Communications** **(Colorado Springs, CO)**

Promoted to New Media Director for 8 radio stations in Colorado Springs and Pueblo Colorado overseeing all on-line products, marketing and non-traditional revenue, a position created to leverage my marketing success as Program Director; Created text, print, on-line and video campaigns for stations and their clients; Managed the promotional staff and web developers; collaborated with sales staff, clients and media partners.

**Program Director** **December 2004 — July 2008**  
**On-Air Talent**  
**Clear Channel Communications** **(Colorado Springs, CO)**

Complete brand management of the radio station under my leadership. Managed all talent and production staff and collaborated with sales team and clients to create highly acclaimed programming, promotions and marketing campaigns that achieved record performance.

- Led channel to top market share in demographic targets
- Created award winning sales promotion, marketing campaigns and events for clients that generating huge revenue dollars
- Applied emerging technologies that targeted listener demographics to more effectively target core audience
- Earned several Colorado Broadcast media awards, including 2008 Major Market Station of the Year

**Assistant Program Director**  
**Imaging Director**  
**Music Director**  
**On-Air Talent**

**April 2002 — December 2004**

**Clear Channel Communications**

**(Des Moines, IA)**

Responsible for leading imaging campaigns for several stations, assisted Program Director in all aspects of station development, marketing and created audio and video products

**Promotions Assistant**

**October 1998 — April 2002**

**On-Air Talent**

**Morning Show Producer**

**Production**

**Clear Channel Communications**

**(Pittsburgh, PA)**

- Assisted Promotions Director in the marketing and promotions of the stations
- Produced nationally syndicated morning show
- Held regular on-air shift
- Wrote and produced stations commercials and imaging packages

## **OTHER RELEVANT EXPERIENCE**

- Voice Tracked Weekend Radio Host — (Clear Channel —Des Moines) 2005 — 2007
- Program Director: Top 75 HD2 National Channel (Clear Channel —Corporate) 2005 —2006
- Program Producer: ESPN Radio 1250 (Pittsburgh) 2000

## **EDUCATION**

**B.A. California University of Pennsylvania, 2000 (3.00 GPA)**

Major: Communications; Minor: Businesses (Marketing)

- Varsity Letters in Baseball
- WVCS —College Radio Station
- CUTV —College Television Station

(Also attended Brevard College (Brevard, NC) and Geneva College (Beaver Falls, PA) on Baseball Scholarships)