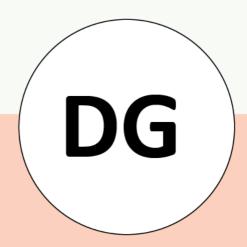
DAWNE GEE



PROFILE

A systematic and diligent professional with knowledge and experience in optimizing productivity, efficiency, and service quality among various environments while achieving the set targets. An analytical and detail-oriented individual with practiced excellence in research and analysis, data management, marketing, content creation, reporting and documentation, and implementing innovative solutions while ensuring effective collaboration with crossfunctional teams to achieve operational excellence. Determined to bring forth my more than 28 years of professional experience to an organization that offers a competitive environment, demands excellence in performance, and provides opportunities to apply my expertise in the field.

CONTACT



SKILLS

Creative Thinking

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Marketing and Communication

EDUCTION

UNIVERSITY OF LOUISVILLE

- Bachelor of Arts in Communications: DEC 1993
- Bachelor of Arts in Biology: AUG 1986

EXPERIENCE

BROADCASTING WAVE 3/ NBC

AUG 1994 - PRESENT

- Serve as a News Anchor (Evening news anchor & Talk Show Host) and writer/producer/public service director.
- Work in collaboration with the management and newsroom staff to implement recommendations in the Creative Cycle of Story and Program Orientation.
- Actively evaluate news leads while designing and implementing story ideas.
- Work in compliance with the set deadlines to ensure the timely development of all stories and on-air material.
- Assist with the designing and development of material for publication on the website.
- Take lead in designing and implementing copy for live and recorded broadcasting.
- Collect and effectively deliver breaking news.
- Actively effort programs and opportunities to aid neighborhoods in need and the community as a whole.
- Assist with recommendations for the designing and management of event planning.
- Build and maintain a mutually beneficial relationship between the station and community organization.
- Provide logistical planning and insight to upcoming events and special programs.
- Assist in writing, copy editing, and researching to coordinate news programming and other content.

RADIO

MARKETING DIRECTOR COX BROADCASTING WRKA OLDIES 103.1 FM, LOUISVILLE, KENTUCKY

APR 1992 - JUN 2008

- Served as a Promotion Director/News Director/Morning-Air Personality.
- Designed and implemented strategies for short- and long-term marketing incentives of the station.
- Maintained a thorough communication and coordination among various departments within the station.
- Effectively managed and monitored the marketing and on-air staff during station events and promotions.
- Designed and administered station brands that represented the entire Broadcasting team.
- Took lead in maintaining internal and external media relations in the implementation of the brand.
- Designed, monitored and administered press releases, commercials, and other diversified brand specific promotional items for each station.
- Conducted thorough research to maintain the positionality of the stations in the industry.
- Managed, monitored, and documented sales/marketing operating budget.
- Actively facilitated advertising and promotion activities including print, on-line, electronic media and direct mail.

MEDICAL SALES REPRESENTATIVE BRISTOL MEYERS SQUIBB/MEAD JOHNSON PHARMACEUTICALS

OCT 1987 - APR 1989

Team Management
Team Collaboration
Problem-solving
Attention to detail
Acception to detail
Radio marketing
nadio marketing
Research and Analysis
Research and Analysis
0.511
Law & Ethics
Copyright & Music Clearance
Health & Safety Regulations
IT skills
Air Personality
Live Broadcast
Proficient in Microsoft
••••
Data Handling
Continuous improvement
CONTINUOUS IMPROVEMENT
Stratagic Diagning
Strategic Planning
Operations Management
Process improvement
Documentation & Reporting
Verbal and written communication
Budget Administration
Customer Satisfaction
Training & Development
REFERENCES

Available upon request.

- Implemented strategies to enhance the sales of Johnson Pharmaceutical Products.
- Enhanced the general company image and franchise to the medical and drug trades
- Utilized records, sections plans, and physician profiling to design and implement short and long term objectives.
- Ensured the timely and accurate documentation of business activities to maintain the record of promotional efforts in conjunction with medical needs.
- Took lead in the distribution and documentation of inventory of literature, medical samples and trade packages for the promotional demands.
- Attended consistent workshops and education sessions to maintain technical knowledge and human psychology spectrum as it pertained to Mead-Johnson.
- Monitored and managed the effective allocation of funds and use of materials and equipment.

BROADCASTED SHOWS

WGZB 96.5 FM, LOUISVILLE, KENTUCKY

- Morning Drive Air-Personality: Monday Friday, 6am 10am
- Midday Air-Personality: Monday Saturday, 10am 3pm

WLOU 1350 AM, LOUISVILLE, KENTUCKY

Midday Air-Personality: 10am - 3pm

SUNNY 101.7 FM, LOUISVILLE, KENTUCKY

Midday On-Air Personality: 10am - 3pm

WJYL 101.7 FM, LOUISVILLE, KENTUCKY

Afternoon Drive Announcer: 2pm - 6pm

AWARDS & ACCOMPLISHMENTS

- Louisville branch NAACP Meritorious Service Award, Barnetta T.Cosby Community Service Award & Louisville Aids walk TY Williams Award: 2013
- Wave 3 news team Achievement Award: 2012
- Whitney M. Young Service Award & Wave 3 News team Achievement Award: 2011
- Best Female Anchor: 2011
- Personal Counseling Service Samaritan Award, Daughter of Isis Dmas Cs Court £27 Community Service Award: 2010
- Best TV News Personality: 2009
- Best TV Anchor: 2009
- Louisville Central Community Center's Lyman T. Johnson leadership Award: 2009
- Best TV Anchorwoman: 2008
- Deer Park Neighborhood Appreciation Award: 2008
- The League of Women Voters of Louisville Humanity Award: 2007
- Best Female TV Personality, Best Hair & Best local TV news anchor: 2006
- Brain Injury Association of Kentucky Star Award: 2006
- Best News Personality, TV news anchor & Best hair on TV: 2005
- Best Local TV News Anchor: 2004
- Metro Disability Coalition Breaking Barriers Award, West Louisville Boys & Girls Choir Media Award: 2004
- Louisville Fire & Rescue Gallant Effort Award: 2003
- Best Eligible Female & Best on air personality: 2002
- Honored Olympic Torch Runner/Salt Lake Olympics: 2002
- Louisville's Best TV Morning Host & Best TV News Person: 2001
- Arts & Science Council Alumni Council President, University of Louisville: 1996
- Team Management, Team Collaboration, Problem-Solving, Attention to detail, Radio Marketing, Research & Analysis, Air Personality, Live Broadcast, and Data Handling.
- Continuous Improvement, Strategic Planning, Operations Management,
 Documentation & Reporting, Verbal & Written Communication, Budget Administration,
 Customer Satisfaction, and Trainign & Development.