

Antonio M. Taylor

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CORE STRENGTHS

- Strategic marketing planning
- Digital Marketing
- Product Launch and Promotions
- Advertising Management
- Branding and Image Building
- Market Research and Analysis
- Budget Creation and Control
- Public Relations and VIP Events
- Merchandising and Staging
- Buzz Marketing and word-of-mouth
- Radio Production
- On-Air Talent
- Script Writer
- Music Programming And Production

WORK HISTORY

The Turn Up Show w/T-Made & Friends Louisville, KY
Present

Creator/Host

April 2015 –

Syndicated Show airs currently on 104.7FM in Louisville, Ky market. Friday's 8-9pm

Paid Add Sponcered Show Non Contractual

Streaming live on Kingdom1Radio.com and SoChristlike.com

- Producer/ Script Writer/Segment Coordinator
- with show planning and guest co-ordination
- Provide on air comedy segments and skits to add humor to the show
- Assist with overall show and brand direction

R*E*D* Music and Media Atlanta, GA/Louisville, KY
Present

March 2014 –

Branding and Marketing Consultant, Owner

- Marketing Consultant (contract) for Timbaland Productions and J-Vu Entertainment artists Vonna Jewelz (Hip Hop) and Quela (R&B and Pop)
- Consulting on digital marketing solutions: E-Commerce, Social Media, SEO (Search Engine Optimization)
- Consulting on traditional marketing: Brand awareness, direct marketing, advertising management, market research, etc.
- Responsible for marketing plan & implementation for Atlanta market
- Responsible for fostering Strategic Partnerships between Artists and local media and businesses such as Infiniti of South Atlanta, Hot 107.9, and Comcast Spotlight

Jefferson County Public Schools

February 2018 - Present

CDL Certified Driver

Transportation

General Electric Appliance Park Louisville, Ky
2012- Present

November 12,

- Responsible for running production on AP1 line brackett support
- Safety Rep
- Replacement Operator

Charter Communications. Louisville, KY
November 2012

June 2012 -

TECHNICAL CUSTOMER SERVICE REPRESENTATIVE

- Provide excellent customer service to residential customers by performing highly complex troubleshooting and resolution of customer care issues related to their internet and phone products in one call
- Explain products and services, including all three lines of business: Telephone, High Speed Internet, and Cable Television

- Handle billing inquiries and acceptance of past due balances in order to restore disconnected services
- Schedule Trouble Calls for Charter Technician to visit home of customer in order to rectify any issues that customer may be experiencing with telephone, internet, or cable service
- Excellent ranking for suggestive sales of ancillary products during technical support calls

Da Show Louisville April 2008-February 2012

Co-Creator /Host of Local Video Show aired on CW LOUISVILLE Paid Ad Sponcered Show

Segmented Video Show featuring regional and national talent.

EDUCATION

Spalding University

**Communications Bachelors Degree Accelerated Adult Program
Feb1,2016**

Classes Start

Berklee College of Music, Music Business
-Present

October 2015

Certification Course

Atlanta Arts Institute/ Communications/Film Production
July 2012

March 2012-

hours

12 credited

Jefferson Community And Technical College
2005

Jan.2004- April

hours

24 credited

References:

Keisha Mattlock- Sales WLOU/ The Turn Up Show 502-309-5978

David B. Smith Sr. Owner/ WKYI TV Louisville,Ky Channel 24.4 over the air
email- 1457957891@facebook.com

General Electric Appliance Park Louisville,Ky.

Contact And Employee Verification Number (800) 800-4857

Charter Communication Louisville,Ky Site

10300 Ormsby Park Pl #100 Louisville,KY (502) 795-3531

Personal References:

Charles Marshall/ Asst. Pincipal Jeffersonville Indiana High School - (502) 759-9930

Brad Harrison/ Journalist Owner/Operator Urban Maxx Magazine (502) 436-8050

Lamont Stokes/ Owner/Operator SoChristlike.com Internet Radio Station

(317) 702-3540

Mereco Turner/ National Director 5LINX Enterprises, Inc. Singer, Songwriter & Music Producer @ SESAC Chief Executive Officer @ Derby City Entertainment, LLC

My goal is to work in the Multi-Media field of television, radio, or journalism.

To achieve this goal I am currently enrolled in Spalding University's Communication Accelerated Adult Program. My initial courses start February of 2016. Previously I was enrolled at The Atlanta Arts Institute where I was in the Communications/Film program. I spent several semesters learning how to produce T.V. and Radio segments as well as learning to be a Videographer. I also was introduced to segment writing and production and developed several drafts. Upon returning to Louisville, KY in 2012 I took employment at General Electric Appliance Park where I am currently a line operator and safety coordinator. In my role at GE I have developed several team leadership abilities as well as problem solving skills. In April of 2015 I created The Turn Up Show With T-Made And Friends, which is a syndicated morning radio style formatted show. After a successful pitch to current 104.7FM President Bill Price the show was given a Friday night paid-ad slot allowing me to retain all rights and creative control over the show. It is a positive hip-hop segmented show with community, entertainment, and education segments which we have dubbed Edutainment. It is now a sponsored paid ad show.

It is also syndicated via Internet Radio on Kingdom1Radio.com in Tyler, TX and SoChristlikeRadio.com in Indianapolis, Ind. Continuing my education in communications is my number one priority and I am currently looking for work in the related field. I feel with my prior experience and continued education I would make an excellent addition to your team.

Thank you for your consideration and looking forward to hearing from you soon.

Antonio M. Taylor

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