

DAWNE GEE

DG

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 cross-functional 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



[REDACTED]



[REDACTED]



SKILLS

Creative Thinking



Marketing and Communication



EDUCATION

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



Radio marketing



Research and Analysis



Law & Ethics



Copyright & Music Clearance



Health & Safety Regulations



IT skills



Air Personality



Live Broadcast



Proficient in Microsoft



Data Handling



Continuous improvement



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 accounts.
- 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.