



# Ronald J. Schmidt

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## PROFESSIONAL EXPERIENCE

**Sinclair Broadcast Group**, Pittsburgh, PA      December 2010 - Current  
Local Sales Assistant

- Provides daily analytics to over a dozen account executives & managers
- Instrumental implementation and improvement of local mobile couponing corporate initiative. Introduced new efficient social media use into system
- Maintains daily social media communication for multiple stations
- Clean, easy to understand presentations created within short deadlines

**CBS Radio**, Pittsburgh, PA      July 2007 – February 2012  
Promotions Assistant

- Successfully executes promotional events in van appearance, sales remote, concert, and convention settings
- Manage both small and large groups of interns daily
- Promote station through interactions with listeners
- Conduct contests and collect listener feedback

Board Operator

- In studio board operator for three FM stations in Pittsburgh cluster
- Experienced with inserting live callback material at appropriate times and minimizing gaps during peak listening hours

Engineering

- On site audio engineer for station remotes
- Analyze problems, perform troubleshooting, and implement effective solutions when setting up Zephyr ISDN and Teline broadcasting equipment, as well as FTP-based call back uploading

**Zipcar Pittsburgh**, Pittsburgh, PA      October 2009 - December 2010  
Street Team / Brand Ambassador

- Improved member relations and event procedure over the course of first few months of employment
- Increased membership numbers among Pittsburgh college students through gorilla marketing and unconventional tactics

**KDKA-TV**, Pittsburgh, PA      January 2009 - May 2009  
Commercial Production Intern

- Assisted multiple producers, editors, and videographers for the internship duration. Involved with over 25 projects in a period of four months.
- Spearheaded pre-production, production, and post-production duties on multiple projects for actual clients
- Co-Produced content that appeared on-air for local and national clients
- Assisted with on site coordination and troubleshooting both in studio and in the field

## PROFICIENCIES

Adobe Photoshop	Studio Production	Macintosh OS
Adobe InDesign	Field Production	Windows OS
Adobe Flash	Final Cut Pro	Microsoft Word
Adobe Dreamweaver	DVD Studio Pro	Microsoft Excel
Adobe After Effects	Motion	Microsoft PowerPoint
Linear Editing	Social Media Services	Wordpress

## EDUCATION

**Robert Morris University**

Moon Township, PA

BA in Communication

Concentration in Advertising

Graduated May 2009

Overall GPA: 3.22

### Relevant Coursework

Writing for the Media

Broadcast News Writing

Document Design

Digital Imaging

Video Field Production

Motion Graphics

Interactive Web Animation

Advertising/Sales Promotion

Consumer Behavior

## ACTIVITIES

**Chilean Documentary Trip**

Fall 2008 - Spring 2009

Robert Morris University

Co-Producer, Editor

### The Sentry

Student Newspaper

Robert Morris University

Layout Manager

### Resident Assistant

Robert Morris University

Freshman Dorm RA

## ACCOMPLISHMENTS

**Employee of the Month**

Sinclair Broadcast Group

January 2011

**Lambda Pi Eta Honor Society**

Robert Morris University

**RMU Promotional Video**

Robert Morris University

Contest Winner

### Eagle Scout

Boy Scouts of America

Leadership Positions