

# Ronald J. Schmidt

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## experience

**Banker Supply Co** | Pittsburgh, PA

December 2015 – Current

Business Development Manager

- Helped store expand into second location in Los Angeles, CA
- Created inventory and product management system for retail store
- Managed day-to-day operations at Pittsburgh store
- Attended and sponsored community events to support local organizations
- Responsible for talent acquisition for mechanic position for bicycle store
- Created original photo and video content for website and social media

**KDKA-TV** | Pittsburgh, PA

July 2013 – December 2015

Sales Support

- Order input at KDKA and WPCW television stations for account executives
- Commercial log building and spot placement to maximize station revenue
- Prioritize workflow of order input and log building to meet daily deadlines

**Sinclair Broadcast Group** | Pittsburgh, PA

December 2010 – July 2013

Local Sales Assistant

- Agency account management: 50 clients and \$450,000 in yearly billing
- Created clean, easy to understand presentations within short deadlines
- Digital initiatives management – coordinate web banners, web analytics, and social media administration

**CBS Radio** | Pittsburgh, PA

July 2007 – July 2013

Promotions Assistant

- Managed both small and large groups of interns daily
- Executed promotional events; van appearances, sales remotes, concerts, and conventions
- Promoted station through interactions with listeners while conducting contests and collecting listener feedback

Engineering

- On site audio engineer for live station remote broadcasts
- Analyzed problems, performed troubleshooting, and implemented effective solutions when setting up Zephyr ISDN and Tieline broadcasting equipment, as well as FTP-based call back uploading.

## education

**Robert Morris University** 2005-2009

Bachelor of Arts in Communication with a  
Concentration in Advertising

## technical skills

Adobe Photoshop	Google Analytics
Adobe Premiere	Microsoft Word
Vend POS	Microsoft Excel
Squarespace	Microsoft PowerPoint
Wordpress	Microsoft Outlook
Shopify	Windows & Mac OS

## projects

**Cube Creative Space** Dec 2015 – March 2016

Website creation and photography

**PIOGA Career Expo** March 2012

Event Coordinator

**Mobideals Mobile Couponing** 2010-2012

Project Tracking and Order Management

**Freelance Photography** 2009-2015

Primary photographer for national acts and special events at various venues around Pittsburgh

**Chilean Documentary Exchange** 2008-2009

Co-Producer and Editor