

Ronald J. Schmidt

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experience

KDKA-TV | Pittsburgh, PA

July 2013 – Current

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

- Executed promotional events; van appearances, sales remotes, concerts, and conventions
- Managed both small and large groups of interns daily
- Promoted station through interactions with listeners
- Conducted contests and collect 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.

Zipcar Pittsburgh | Pittsburgh, PA

October 2009 – December 2010

Street Team / Brand Ambassador

- Improved member relations and event procedure in first few months
- Increased membership numbers among Pittsburgh college students through gorilla marketing tactics
- Pitched car sharing service to passing pedestrians and potential corporate partners

education

Robert Morris University 2005-2009

Bachelor of Arts in Communication with a
Concentration in Advertising

technical skills

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

projects

Banker Supply Co. October 2015

Website photography and ecommerce addition

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