

Linda Greenwood
PO Box 2214
Greensboro, NC 27402
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336-324-8045

PROFESSIONAL SUMMARY

Results driven communications professional with more than 15 years experience in project management, marketing, public relations and radio on-air/management.

CORE COMPETENCIES

- ❖ Events management and Community Outreach
 - ❖ Organizational Development
 - ❖ Artist promotions and Liaison
 - ❖ Operations management
 - ❖ Critical Thinker
 - ❖ Marketing Management
 - ❖ Public Relations
 - ❖ Campaign Development, advertising sales, media buying
 - ❖ Communications, public speaking and training skills
 - ❖ Strategic Development
 - ❖ Music, Movie Production and Promotion
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EDUCATION

B.A. - Urban Affairs / Public Administration, American University, Washington, D.C.

Additional Training:

Executive Development Seminar - National Association of Broadcasters (NAB)
Broadcast Leadership Training Program - NAB
Stellar Awards Gospel Music Association – SAGMA
Gospel Music Association – GMA
National Gospel Announcers Guild - NGAG

WORK EXPERIENCE

Company Confidential	2012 – Present
90.1 WNAA-FM – N.C. A&T State University, Greensboro, N.C.	1992 – Present
1410 WRJD-AM, Durham, N.C.	2007 – 2011
97.1 WQMG-FM; 1510 WEAL-AM, Greensboro, N.C.	2000 – 2006

AREA OF EXPERTISE

MANAGEMENT (PROJECT MANAGEMENT, OPERATIONS)

- Researched and developed potential underwriters and provided advertising materials
- Trained and supervised students and staff
- Directed radio station's business, human resources, administrative and other functions.
- Negotiated broadcast programming agreements for Atlanta Falcons, Washington Redskins, HSRN Sports, North Carolina Central Athletics, Shaw University Football, Durham Bulls baseball team, UNC Charlotte basketball, Wake Forest basketball, the Bimbe Festival, UNC Hospital Multicultural Festival, and CIAA Football Championship.

STRATEGIC DEVELOPMENT

- Advantage Healthcare Network
- National Gospel Announcers Guild
- National Black Theater Festival Promotions and Youth Event
- Michael Baisden radio show

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- The Sports Shop radio show

MARKETING, EVENT PLANNING AND PROMOTIONS

- Sickle Cell Disease Association of The Piedmont Gala
- Rejoice Gospel Showcase
- Gospel, Jazz and Jokes
- Earnest Pugh
- Rejoice Children's Choir
- Rejoice Broadcast Summer Camp
- Fall Festival, Artist relations and Stage Manager
- Christmas Fellowship, Event Coordinator
- New Year's Eve, Event Coordinator
- Love and Faith Mass Choir CD, Project Coordinator

TRAINING, PUBLIC SPEAKING AND CONSULTING

- Developed sales and promotions workshops for National Gospel Announcers Guild
- Music Industry Panelist for Los Angeles Chapter of Gospel Announcers Guild
- Radio Industry Panelist for North Carolina Central University
- Consultant True Treasure Records
- Consultant Preamp Entertainment
- Consultant E-Mazin Entertainment
- Advantage Health Network Preventive Healthcare Services launch
- Music Industry Panelist Greensboro Housing Authority
- Consultant Winston-Salem Ministerial Alliance Male Mentoring Community Day
- Gate City CDC
- Consultant Selfless USA

PRODUCTION MANAGEMENT

- Direct, develop, coordinate special events, broadcast consulting and client integrated marketing strategies.
- On air weekend host for the First Light Radio Show; music director; Countdown Show executive producer
- Prepared, produced and recorded public service announcements/radio spots
- Direct on-site logistics, evaluate and measure effectiveness of events.
- Research, cultivate and manage volunteers.
- Serve as liaison to community and regional leaders.
- Promotions campaign for movies; "Do You Believe", "The War Room"
- Develop and manage budgets, track event expenses and allocations.
- Preliminary judge BET Sunday Best Season 4
- Direct artist relations.
- Coordinated fundraising campaigns
- Tom Joyner Sky Show promotions and event coordination
- Producer/Stage manager for the East Market Street Heritage Festival
- Stage manager for the Human Relations Commission/Unitee Festival.
- Tour Advancement Rickey Smiley Laugh and Shout Tour
- Tour Promotions, "United As One Tour"
- Live Streaming Obama for America, Durham, NC campaign visit, Shaw and NCCU games

REFERENCES UPON REQUEST