

MARKETING, PROMOTIONS & EVENT PLANNING PROFESSIONAL

Bethel, CT ■ 203-770-8910 ■ dgehring7@gmail.com ■ linkedin.com/in/donald-gehring-marketing-professional

Five plus years' experience specializing in broadcast/radio promotions taking events from conception to day of execution. Cares about the smallest detail, able to prioritize multiple tasks, and manage a full work load. Ability to understand what engages and creates lasting memories for event attendees. Collaborator who fosters strong relationships with everyone from broadcasting talent, to interns, to radio fans/public.

Marketing ■ Event Planning ■ Event Promotions ■ Event Marketing ■ Social Media ■ Public Relations
 Music Industry Knowledge ■ Video Production ■ Blog Writing ■ Broadcast On-Air Experience ■ Hospitality
 Follow-Up ■ Organization ■ Collaboration ■ Time Management ■ Communications ■ Customer Service
Technical Skills: Microsoft Office Application ■ Photoshop ■ iMovie
 PromoSuite (promotions and sales workflow program for the broadcast industry)

MARKETING EXPERIENCE

KICKS 105.5 FM / WRKI I-95 FM (Townsquare Media Stations) – Brookfield, CT 2010 – 2017

Marketing/Promotions Assistant (2011 – 2017)

Responsible for promoting the KICKS FM and I-95 FM brands at live events with up to 3,000 attendees.

- **Managed 8-10 events each month** inclusive of planning, setting-up, and working the event. Created marketing materials to publicize event, published event details on radio station's website, and organized event materials into kits so everything was in one place ready to go.
- **Coordinated "Road Crew" staff** who worked the events. Scheduled team and ensured there was appropriate staff coverage.
- **Partnered with DJs to determine play list of songs** and connected with record labels to facilitate on-air interviews with country artists for KICKS morning show. Aligned interviews with concerts in the area.
- **Collaborated with on-air talent to determine contests and prizes.** Planned schedule of contests in advance, making sure they were innovative, interactive, and fun for the audience. Solicited gift cards from local business and organized station's promotional giveaway products.
- **Facilitated internship program by** interviewing, hiring and creating intern work schedule for 8-10 interns each semester. Developed constructive projects that taught them about the station, including interviewing DJs, and setting-up mock events for them to learn all aspects of event planning.
- **Broadcasted on-air for sister station 101.5 WPDH (Poughkeepsie, NY).** Created show plan and researched segment material for show keeping it relevant to pop culture, music industry, and local events.

Intern, Promotions (2010 – 2011)

- **Managed data entry** of listener contact information to receive newsletter and station related updates.
- **Sourced and procured branded promotional giveaways** for live events.
- **Distributed prizes** to radio contest winners, kept inventory of prizes, and created prize packs.
- **Worked at station's live events** and was inaugural part of "Road Crew" staff.

Event Set Up Specialist

- **Cartwright And Daughters Party Rental** April 2019 – Dec 2019
 Delivered and set up party supplies including tents, tables, chairs, and other party essentials

Data Entry Clerk

- **Oak Ridge Waste Management** Dec 2019 – Present
 Enter driver data into office program

OTHER EXPERIENCE

Big Y Foods – Bethel, CT 2007 – 2019

Frozen Food/Dairy Specialist, Full-time (2017 – 2019)**Frozen Food/Dairy Specialist, Part-time (2007 – 2019)**

Managed Dairy/Frozen Foods section, overseeing day to day operations of one of the larger departments and keeping the highest food safety standards

- **Trained new employees** in their responsibilities, increasing productivity by ensuring new employees were trained quickly and efficiently.
- **Managed inventory** by stocking supplies on shelves and endcaps, wrote stock orders upwards of \$10,000, and blocked all products on shelves to make sure it was neat and organized each night.
- **Provided customer service** to guests looking for certain products or in need of assistance.

EDUCATION

Bachelor of Arts Degree, Communication ■ Western Connecticut State University – Danbury, CT (2012)

Full Stack Web Development Certification – University of Connecticut ■ (Expected Completion Summer 2021)