

# Mi Walstrom

Radio

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## Details

[mi.walstrom@gmail.com](mailto:mi.walstrom@gmail.com)

(715) 397-8316

123 Maple Street, Cherry Hill, NJ 08034

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## Profile

Enthusiastic Radio Professional with 1 year of experience in the industry. Skilled in content creation, on-air broadcasting, and audio editing. Adept at engaging listeners through creative storytelling, social media interaction, and community involvement. Committed to continuous learning and staying current with industry trends to deliver entertaining and informative content.

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## Employment History

### Radio Program Director at IHeartMedia Inc., NJ

Mar 2023 - Present

- Successfully increased overall station ratings by 15% within the first year of joining IHeartMedia Inc., NJ, by implementing innovative programming strategies and enhancing audience engagement across various platforms.
- Spearheaded the launch of two new radio shows that attracted over 50,000 new listeners within six months, contributing to a 10% increase in advertising revenue for the station.
- Developed and executed a comprehensive social media strategy that resulted in a 30% growth in online followers, leading to improved brand visibility and additional sponsorship opportunities for the station.

### Radio Host/Presenter at Townsquare Media, NJ

Jul 2022 - Jan 2023

- Increased weekly listener engagement by 25% in a span of six months, through the implementation of interactive segments and social media campaigns, leading to higher ratings for Townsquare Media, NJ.
- Successfully organized and hosted three major charity events for the station, raising over \$50,000 for local non-profit organizations and increasing the brand's visibility within the community.
- Attracted three new major advertisers to the station, resulting in a 15% increase in ad revenue within one year, by consistently delivering high-quality content and showcasing the station's value to potential sponsors.

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## Education

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### Bachelor of Arts in Radio Broadcasting at Montclair State University, Montclair, NJ

Aug 2018 - May 2022

Relevant Coursework: Audio Production, Radio Programming, Broadcast Journalism, Media Management, Radio Performance, Mass Communication, Media Law and Ethics, Digital Audio Editing, and Radio Advertising.

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