

Bo Matthews

bo@bomatthews.com - Nashville, TN

EDUCATION**Youngstown State University, Beeghly College of Education**

Youngstown, Ohio

Bachelor of Science in Education, Major: Secondary English

Graduation Year: 2000

GPA: 3.5, Dean's List Recipient

PROFESSIONAL EXPERIENCE**Program Director / Operations Manager, KBAY/KEZR**

Alpha Media Bay Area, Bay Area, CA

October 2021 – Present

- Oversee day-to-day programming for KBAY (Bay Country 94.5/92.1) and KEZR (Mix 106.5)
- Influence music curation across multiple brands within the company
- Implement digital management and creative social media strategies, driving significant growth
- Expose high-profile country music releases, establishing a tastemaker reputation
- Develop strategic plans to grow ratings and revenue in a competitive environment
- Launch new country brand and hire on-air staff, leading to top ratings and market share
- Coach talent and programming team, creating and applying best practices
- Achieve unprecedented digital and streaming growth for the cluster

President, IGAG Productions LLC

Nashville, TN

2013 – Present

- Manage artist and talent, overseeing creative processes including song releases, video production, and digital marketing
- Execute digital marketing campaigns, social media management, and online content creation
- Navigate music distribution channels and licensing deals with publishing companies
- Negotiate deals, contracts, and agreements with labels, agents, and promoters
- Organize shows, tours, and events to promote artists
- Maintain strong industry network with labels, promoters, and agents
- Analyze market trends and campaign performance to optimize strategies

- Passionate about music and artist development, driving growth and success for represented artists

Program Director / Operations Manager / National Format Captain

Alpha Media USA LLC, Ohio

January 2018 – March 2021

- Oversaw programming for all Alpha Media stations in Ohio, including promotions and digital strategy
- Managed day-to-day programming for WGTZ (Adult Hits/JACK) and WCLI (Classic Country/Hank)
- Developed strategic plans to enhance ratings and revenue
- Coached talent and programming team, achieving record-high ratings and digital growth

Senior Vice President of Programming / Program Director

iHeartMEDIA LLC, Cincinnati, OH

February 2013 – June 2017

- Achieved ratings and revenue growth through compelling content creation
- Awarded NAB Marconi Award for News Talk Station of the Year (2014)
- Contributed to national programming strategies for ratings-challenged brands
- Managed programming for multiple formats, including CHR, Rock, Urban, Hip Hop/Rhythm, Teen Pop, Adult Top 40, Classic Hits, Hot AC, and Talk
- Planned and executed successful revenue-generating events
- Directed day-to-day programming for WEBN (Rock), WKFS (CHR), and WEBN HD2 (Alternative Rock)

Program Director, WMMS/WAKS

Clear Channel/iHeartmedia, Cleveland, OH

2004 – 2013

- Restored ratings dominance for WMMS (Rock) and WAKS (CHR)
- Directed social media strategy for cluster radio brands
- Managed high-profile talk talent and launched successful new station WHLK/106.5 The Lake
- Previous programming roles in Jacksonville and Fort Myers, FL, and Youngstown, OH

TECHNICAL SKILLS

- Nexgen Automation, Selector, GSelector, WideOrbit Automation
 - Adobe Creative Suite/Photoshop/Audition, Final Cut Pro
 - VPromo, Aptivada/Audience, Community
-

SKILLS

- Music programming and curation
- Digital marketing and social media management
- Strategic planning and execution
- Talent coaching and development
- Event planning and production
- Negotiation and deal-making
- Industry networking and relationship building
- Market trend analysis and optimization strategies

With extensive experience in music programming, talent management, and digital marketing, I bring a proven track record of achieving top ratings and market share growth. My passion for music and artist development, combined with my technical skills and industry knowledge, make me a strong candidate for your position.