

# BO MATTHEWS

## MEDIA & MARKETING PROFESSIONAL

(216) 269-0700 – alexguti@me.com

Successfully growing brands, engagement, awareness and revenue through strategic collaborative management in an ever-changing consumer climate.

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### **EXPERIENCE**    **SENIOR VICE PRESIDENT OF PROGRAMMING**

**iHeart**MEDIA (Cincinnati, Ohio), 2013-2017

Responsible for Cincinnati and Dayton cluster programming, promotions and digital operation, including Marconi Award Winning N/T 700WLW. (Regional Dayton duties in 2016). **Recently, under my direction, WEBN achieved it's highest Nielsen PPM ratings ever P25-54 in FALL 2016.** Member of national iHeartMEDIA programming team tasked with monitoring and creating strategic plans for underperforming brands. Evaluated talent, responsible for hiring and managing, and directing entire product team. Master of managing the ART & Science of programming while using analytics, research, strategy, branding, positioning, and marketing to create winning brands. Successful track record of day-to-day programming the following music formats : TOP 40/CHR, ROCK, ALT ROCK, HIP HOP, URBAN, ADULT TOP 40, HOT AC. Managed brand development, new media, text messaging platforms, social media, terrestrial broadcast and online engagement. Scheduled music, clock management, Managed successful multi-million dollar revenue generating events and execution for iHeartMedia brands and advertising partners. Implemented creative, forward-thinking, ideas that break through the clutter in a 2017 world where consumers have unlimited choices. Enjoyed successful ratings and online engagement growth, increasing market share, and restoring P25-54 dominance over competitors – achieving market leading shares. Managed high profile extremely talented on-air personalities. Created/managed revenue generating on-air, on-line, and on-site activations for advertising partners.

### **PROGRAM DIRECTOR**

**iHeart**MEDIA (Cleveland, Ohio), 2004-2013

Managed market leading, highly rated, Rock and Top 40/CHR stations, WMMS and WAKS, and online/social assets. Director of Social Media for entire iHeartMEDIA cluster of brands. Created/managed revenue generating on-air, on-line, and on-site activations for our advertising partners. Restored WMMS to a successful, consistent winner P25-54. Managed high profile, successful, syndicated on-air personalities. Instrumental in creation/curation/architecture of Adult Hits WHLK/106.5 The Lake – consistent ratings high-performer. PD/Creator of several HD Format Lab Channels.

### **PROGRAM DIRECTOR**

**CLEAR CHANNEL RADIO** (Jacksonville, Florida), 2003-2004

Managed market leading Top 40, and Alternative Rock radio stations, online and social assets. Experienced ratings growth. Created/managed money generating on-air, on-line, and on-site activations for advertising partners. Produced concert Planetfest 4, and achieved highest attendance ever – full sell out in advance, while creating several revenue generating opportunities for our advertising partners.

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**PROGRAM DIRECTOR, AFTERNOON PERSONALITY**

**CLEAR CHANNEL RADIO** (Fort Myers, Florida), 2000-2003

Launched and programmed day-to-day Hip-Hop/Rhythmic CHR WBTT, and achieved #1 P18-34 share immediately with first ratings period. Also managed day-to-day WRLR, REAL RADIO- syndicated FM TALK. Experienced ratings growth. Created/managed revenue generating on-air, on-line, and on-site activations for our advertising partners.

**ASSISTANT PROGRAM DIRECTOR, AFTERNOON PERSONALITY  
MUSIC DIRECTOR, PROMOTIONS DIRECTOR**

**CLEAR CHANNEL RADIO** (Youngstown, Ohio), 1998-2000

Launched WJBT Rhythm-CHR. Responsible for music scheduling, creating promotions events for station and advertising partners, started working in cluster as on air personality on WNCD (Rock).

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**SKILLS**

**GSELECTOR/RCS PRODUCTS**: Master user, and well versed in program scheduling software.

**NEXGEN**: MASTER USER in program automation system.

**PHOTOSHOP/ADOBE**: Skilled at creating, editing images for online assets.

**MICROSOFT SUITE**: Advanced competency with Word, Excel, Powerpoint and similar equivalent programs.

**SOCIAL MEDIA**: MASTER USER at managing highly successful verified accounts with hundreds of thousands of engaged followers.

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**EDUCATION****BACHELOR OF SECONDARY ENGLISH EDUCATION:**

YOUNGSTOWN STATE UNIVERSITY (Youngstown, OH), 1995 – 1999

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