

Renee Jolly

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Experience

Assistant Business Manager **Entercom Radio**

2012-2013
Memphis, Tennessee

- Liaison between local and corporate offices for planning of current and future strategies and processes.
- Prepared business plan, annual operating budgets and expense forecasting.
- Compensation management, including payroll and benefits administration.
- Monitored and reported weekly revenue and sales projections.
- Developed Human Resources policies and procedures.
- Supervised Business and Traffic Department.
- Accounts Payable and Accounts Receivable.

Manager of Special Events **Alzheimer's Association**

2011-2012
Memphis, Tennessee

- Increased fund raising donations by 30% and volunteer participation by 45%.
- Executed programs and special events.
- Provided public relations and mass communication.
- Directed all media including print, broadcast, strategic planning and reporting on media activity.
- Created media content including radio and print advertising, brochures, press releases, newsletters and website.
- Ensured National standards and consistency of association message.
- Developed relationships with key corporations, organizations and media.
- Secured and supervised volunteers for events and committees.
- Maintained database of sponsors, teams and event participants.

Business Manager **JWC Broadcasting**

2003-2009
Cookeville, Tennessee

- General management of three commercial FM radio stations.
- Significantly lowered expenditures by 20% annually.
- Planned and administered annual operating budget.
- Responsible for contract negotiations and logistics operations
- Handled business development, community engagement, relationship marketing, public relations, media planning, marketing analysis and strategic planning.
- Coordinated promotional staff, programming personnel and sales department.
- Developed policies and procedures, defined performance management.
- Employee training, performance evaluations and leadership development, payroll and benefits administration.

Marketing and Promotions Manager
JWC Broadcasting

2000-2003
Cookeville, Tennessee

- Developed strategic advertising program increasing revenue by 25%.
- Researched and developed new tools and opportunities to effectively communicate to various demographics.
- Established annual operating budgets and sales goals.
- Provided public relations, event planning and communications.
- Created non-traditional revenue events increasing company revenue by 10%.
- Maximized marketing programs by providing content for websites and creating social media sites.
- Directed Arbitron research to determine public opinion and trends.
- Headed largest annual event in the Upper Cumberland area by executing the Independence Day Fireworks celebration for more than 10,000 people.
- Implemented several successful fund-raising events for non-profit agencies including American Cancer Society and Diabetes Association.

Sales Assistant/On-Air/Traffic
JWC Broadcasting

1998-2000
Cookeville, Tennessee

- Generated marketing ideas and material for sales department.
- On-air shift and local producer of Atlanta Braves, Tennessee Titans, and Tennessee Tech football, basketball and baseball game broadcasts.
- Scheduled commercial logs for three FM stations.
- Introduced a series of new commercial and music scheduling procedures to maximize time slots and accelerate effectiveness.
- Graphic design for all sales pieces, promotional flyers and websites.
- Wrote commercial copy, press releases and updated content on websites.
- Appeared at public events.

Education

Tennessee Technological University - *Bachelor of Science-Journalism*