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Michael D. Anthony

Career Profile

- Dynamic radio and business manager, well-versed in day to day operations, sales management, and sales/marketing consulting. Expert in capturing and solidifying radio and business marketing opportunities as well as managing top sales regions, increasing market share, and creating strategies in the marketplace to create new business and servicing existing customer base.
- Blends a participative management style with vision, tenacity, and team leadership. Anticipates trends and creates business-building client relationships that surpass objectives. Produce results through sales team motivation and savvy use of competitive market/product knowledge.
- Productive team player with strong vision of company goals. Hardworking, reliable leader able to train and motivate sales staff to produce a high return-on-investment value.

Areas of Expertise

- Radio and Business Development
- Competitive Market Positioning
- Consultative Sales
- Sales Team Building and Training
- Electronic Media Sales Techniques
- Sales and Sales Management

Career History

Legend Communications Basin Radio Network 2018-2019

General Manager

- Hired as General Manager to revitalize station and staff. Station had massive turn over issues, low morale, no community presence and billing was trending down annually. The station had not hit a goal in three years.
- Handled all day to day operations of five radio stations including all staff members in sales department, programming, administrative, and engineering.
- Oversaw the formatting of one station to classic rock with my proprietary format that included monthly music selection, formatting of clocks, and talent hiring. Drove sales and listenership to new heights, previously unattainable.
- Rebuilt sales team with daily and weekly training to hit 5 goals in first year.
- Rebuilt complete remote presence in the community. Selling 17 remotes in first month of implementation.
- Brought major promotions to the stations generating 60 thousand in increased revenue.
- Generated long term contracts tied with community involvement such as Summer Sizzler, where I traded for on air mentions only a brand-new Harley Davidson 1200 Sportster. "Basin Buddies" where I had the Animal Shelter bring in abandoned animals weekly to find them new homes with a 90% adoption rate since its inception. "Dead Air Dollars" a program I designed and implemented generating over Twenty-four thousand dollars annually per station!
- Designed sales training manual, media kit, and designed all station promotions from conception to sales process.

Murphy Broadcasting

2005-2017

General Manager/General Sales Manager (2010-2017)

- Promoted to general sales manager based on previous years accomplishments.
- Oversaw all sales processes of three distinctly unique markets, each requiring a separate sales team and a separate sales approach to each client base.
- Managed and maintained a staff of 12 sales representatives, which included hiring and training them while creating a team-oriented sales atmosphere.
- Held responsibility for obtaining all sales revenue for the company annually.

Market Manager (2005-2010)

- Hired to rebuild outer market in Kingman, AZ.
- Took the station from an average monthly billing of \$15,000 per month to \$75,000 per month in nine months.
- Set the station record for annual sales, out-performing two other markets combined, generating \$225,000 in new revenue the following year.
- Maintained consistent growth of sales between 10% and 20% per year.
- Elevated station image within the community to surpass all local competitors in market dominance.

Rowley Communications

1996-2005

General Sales Manager

- Hired to run a five-station cluster of varying formats
- Hired and trained all sales associates
- Responsible for all five stations obtaining and securing annual budget goals.
- Launched classic rock station in 2001 and increased station revenue by 30% the first year.
- Maintained a consistent growth in radio stations sales on average of 15-20% annually.

WZOO-FM Radio, Ashtabula, OH

1989-1996

General Manager (1993-1996)

- Promoted to this position to further increase station success through oversight of day-to-day operations including sales, personnel, promotions and public service, achieving highest sales and market share in station history.
- Represented station at all civic functions.

Sales Representative (1990-1993)

Achieved highest sales status generating 42 percent of all broadcast sales.

Program Director and Morning Drive Personality (1989-1990)

Recruited by owner to establish new radio station, build staff, implement music format, design public service programs, create and implement station promotions, and manage all public relations.

Rowley Communications, Jefferson, OH

1980-1989

Program Director and Morning Drive Personality (1982-1989)

- Promoted to take responsibility for training, supervision, and scheduling of all full- and part-time on-air staff.
- Designed and implemented all station promotions and music selections.

Part-time Announcer and Production Manager (1980-1981)

- Filled in for all vacationing air personalities.
- Directed and scheduled all production time and created commercial advertisements.

Education

Ohio School of Broadcast Technique

1978-1980

Certificate

- Graduation with Honors
- Courses included broadcasting, scriptwriting, radio and TV sales and production, marketing strategies and techniques, business management.

Professional Development

- Ray Sands: The Art of Closing (sales seminar), Tampa, FL, August 2014.
- Lou Brown: "Shut Up and Listen!" (sales seminar), Miami, FL. June 2013.
- Annual National Association of Broadcasters Sales Seminar, Various locations, 1992-2014.
- Jason Jennings Strategic Sales Seminar, Orlando, FL, February 2015
- Team Performance Marketing- My consulting firm hired by various companies such as restaurants (BWW), staffing firms, car dealers, marketing companies (Street Smart Marketing Australia) to evaluate sales process, build sales revenue, design and execute repositioning campaigns, train and hire sales teams, creating sales processes from "Greeting To Close".

References

- Sean Luce – President/Owner of Luce Performance Group
- Mark Levy – President/Owner of Revenue Development Resources
- Dominick Dragone – Vice President/Market Manager at Mad Dog Wireless Radio Stations
- Megan Gresham- Sales Consultant
- Jessica Simms-Sales Consultant