



Joseph Browning

(478) 284-8148

aka Joe "Crash" Kelley 15433 Palmira Ave. Apt B
Corpus Christi, TX 78418

ABOUT

I care about people first, strategy and process next and making certain that you have the best execution of excellent programming, so your team can leverage your brand for the most revenue. The only drama you should have in your life is celebrating the strength of your brand and giving high-fives to sellers for increasing revenue opportunities. Local radio needs programming staff that celebrates the whole team today. I also work closely with individual sellers if you desire to help them close more deals and help more local clients.

SOFTWARE/SOCIAL EXPERTISE

Microsoft Office, BSI, ProTools, Adobe Audition, AudioVault, NexGen, Futuri, DropBox, Music Master, Google Suite, Outlook 365, SEO, Analytics, Facebook, Twitter, Instagram, TikTok, YouTube, RDS, Video Editing, Music Master, GSelector

BENEFITS

Grew afternoon drive at WA1A Melbourne, FL to #1 in just 9 months.
Became Top Grossing Remote Talent in Corpus Christi 2017-2018

Winner of Corpus Christi Caller Times Readers Poll 2018 "Best Local Show

EXPERIENCE

DIRECTOR OF PROGRAMMING • STARLITE RADIO • 1/2020 TO-9/2020

Oversaw programming on Hot AC KLTC and Rhythmic CHR KLHB
On-Air 2p-7p KLTC
Imaging/Music Scheduling Both Stations
Managed/directed Digital/Production Teams

OPERATIONS MANAGER • CUMULUS BROADCASTING MELBOURNE, FL • 4/1/2019 – 12/31/2019

Program Director/Afternoons/Music/WA1A Radio (CHR)
Oversaw Classic Rock WROK, Country WHKR, and a Sports AM

CORPORATE DIRECTOR OF PROGRAMMING • TEJAS BROADCASTING MELBOURNE, FL • 8/1/2015 – 4/1/2019

Oversaw Programming on 13 English Language Stations in 4 Markets: Corpus Christi TX, Amarillo, TX, Houma, LA, Clovis, NM
Program Director/Afternoons/Music/ Imaging/KLTC Corpus Christi and KBZD Amarillo (Hot AC)
Beat CHR Competitor P25-54 Fall 2018 P 12+ Corpus Christi

OPERATIONS MANAGER • CUMULUS BROADCASTING FAYETTEVILLE/FT.SMITH, AR • 9/1/2012 – 7/30/2015

Managed Operations of 10 Stations in Fayetteville/Ft. Smith Ark
PD/Afternoons/Imaging/Music KMCK/KBBQ

TESTIMONIALS

"Crash is probably the hardest worker I know. His radio knowledge is Second-to-None. Radio needs more Crash's"
Kenny Wall, Consultant Partnered Programming

"Joe has an amazing work ethic. He is meticulous, detailed, his work is impeccable, and makes any station sound like a top-10 market station."
Susan Lucchesi, Former President of Tejas Broadcasting and Regional VP Cumulus, Louisiana

"Joe Kelley is a radio industry Swiss Army knife. He has all the skills necessary to execute excellence in broadcasting!" Cheree Carter, Director of Programming at Stonecom Communications and Former Host "Zazza Mornings with Cheree"



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/JOSEPH-BROWNING