

# Marty Thompson

## Objective

To use my education and unique skill-set to benefit my employer and continue to grow personally and professionally.

## Experience

2016-Present Delegated Nursing LLC Cincinnati, OH

### **Operations Manager**

Oversee daily operations of a training and home health care company. Including budgeting, marketing, sales, and client development

Have increased client base by 200% and revenue by 300% in just 6 months

2010-2016 iHeart Media Cincinnati, OH

### **Program Director/Air-Personality**

Oversee daily operations of nationally syndicated "Cool Oldies" Premium Choice format including music scheduling and talent coaching.

National host 7p-Midnight on iHeart Media "Big Classic Hits" and "Cool Oldies" formats

1998-2016 Thompson Global Media Cincinnati, OH

### **Owner**

Product development, management, sales and marketing for a Media Consulting Company

Create targeted media content for clients around the world with focus on the USA and CIS.

2007-2010 TKO Radio Network Dallas, TX

### **Vice President of Programming**

Direct strategic product development and marketing for a national radio network

Host a top rated daily radio show

2005-2007 CBSRadio/Entercom Cincinnati, OH

### **Operations Manager**

Oversee daily operations of WUBE, WYGY and, prior to its sale, WGRR.

Improved WUBE ratings performance from 6 to 2 (4 book averages 25-54).

Helped to grow WUBE to the number 2 biller in Cincinnati.

Returned WGRR to Top 5, men and women 25-54, in my first book.

Launched New Country 97-3 The Wolf.

Nominated for CMA Station of the Year 2006.

1999-2005, 2009-2010 Clear Channel Worldwide USA

### **Director of Oldies Programming**

Coordinate all aspects of programming for 72 Oldies Stations.

Increased or Maintained Share in 80% of rated markets.

Direct oversight of KQOL Las Vegas, building it into one of America's most

admired and most listened to Oldies Stations.  
Increased Las Vegas cash flow double digits annually.  
Nominated for Marconi Award and R&R Oldies PD of the Year.

1998–1999 Clear Channel Cincinnati, OH

**Director of AM Programming**

Oversaw Clear Channel's 4 AM properties.  
Returned 700 WLW to the top of the Cincinnati ratings 12+ and 25-54.  
Launched "Homer" The Sports Animal.  
Created Hub and Spoke programming to max ratings and revenue.

1990–1998 WGRR-FM Cincinnati, OH

**Program Director**

Designed, created and oversaw one of America's most successful Oldies Stations  
Every Ratings Period WGRR Ranked Top 5 25-54. 95% Top 3 25-54  
Chosen by Entertainment TV as one of America's Top 10 Radio Stations.  
Afternoon Drive Air Personality consistently in the top 3 in ratings.

**Education**

**Bachelors of Science Marketing Management (2010)**

Western Governors University

Extensive professional training in business marketing and management including supply chain management, new media marketing, and social network marketing.