

# REANNA FRANCESCA HILARIO

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## EXPERIENCE

**Radio.com** – Los Angeles, Producer's Assistant (April 2018 – Present)

*KROQ Locals Only Show*

- Works closely with the producer of KROQ Locals Only
- Stays current with local bands from the LA and OC area
- Collaborates with the producer with putting together KLO events
- Effectively plans coverage for upcoming events

**Radio.com** – Los Angeles, Press Assistant (Oct 2017 – Present)

*JackFM, KROQ, AMP*

- Leads press for major Radio.com shows throughout the year
  - KROQ Almost Acoustic Christmas, KROQ Weenie Roast, AMP Radio We Can Survive, and JackFM anniversary shows
- Keeps track of media lists
- Participates in brainstorming and planning sessions
- Coordinates the organization and execution of press room interviews, meet and greets, etc.
- Has experience working in Green Rooms and with talent
- Assists in tracking media coverage on social media
- Undertakes general administrative and clerical duties

**Santa Monica Chorus** – Social Media Manager (Sept 2017 – Present)

- Creates original content on all social platforms, including, but not limited to: Instagram, Twitter, Facebook, etc.
- Coordinates promotional giveaways and events on socials
- Interacts with listeners to enhance follower growth
- Position also includes being a member of the Marketing/Branding Team

**Radio.com** – Los Angeles, Board Operator (July 2017 – Present)

*JackFM, KROQ, THE WAVE*

- Monitors semi-automated digital studio operations
- Maintains the program log
- Adds and subtracts on-air content to meet time goals
- Answers phones and finds winners for on-air giveaways

**Radio.com** – Los Angeles, Promotions Assistant (July 2016 – Present)

*JackFM, KROQ, AMP*

- Creates content for social media accounts on Twitter and Instagram
  - @931jackfm, @kroqpromo, @amppromocrew
- Leads contest fulfillment
- Fosters listener interaction
- Drives station vehicles
- Conducts on-site execution of events

## SKILLS

- Radio Production
- Social Media Management
- Press/Marketing Strategies
- Music Theory
- Copy/Article Writing
- Communication
- Emotional Intelligence
- Creative Development
- Event Set-up
- Event Promotion
- Event Execution
- Admin Work
- Pop Culture
- Musical Instruments
- Photography
- Singing

## REFERENCES

**Chris Hudson**

Radio.com – LA

Promotions Events Manager

Phone: 440-665-7249

E: christopher.hudson@kroq.com

**Melissa Charvis**

Radio.com – LA

Promotions Contesting Manager

Phone: 323-930-7546

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**Mike Laponis**

Professor of Communications,

Adviser/General Manager, LeoFM

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## EDUCATION

**University of La Verne**, La Verne, CA (August 2013 – January 2019)

Graduated with a Bachelors of Arts in Broadcast Radio, minor in Music

Cumulative GPA: 3.5

## COMPUTER AND APPLICATION EXPERIENCE

Adobe Photoshop • Adobe InDesign • Adobe Premiere • Adobe Audition • Audacity • AudioVAULT • Facebook • Google Calendar • Google Docs • Google Drive • iMovie • Instagram • MAC OSX • Microsoft Excel • Microsoft Outlook • Microsoft PowerPoint • Microsoft Word • Microsoft Windows • Pinterest • Pro Tools • RCS Zetta Automation • RCS GSelector Music Programming • Reddit • Second Street • Snapchat • Tumblr • Twitter • YouTube • Wix Website Builder