

Résumé

OBJECTIVE: To obtain a position as a team-player in a stable, people-oriented organization where I can maximize my personal communication, leadership and sales skills in a challenging environment to achieve the corporate goals for many years to come.

PROFILE: I have over 30 years of experience as a Radio Personality and Talk Show Host on live radio in various markets across the United States. My programs grew the listener base and increased ratings to achieve the #1 ranked morning show in three markets. In 2011 I was named as one of the Top 50 Talk Show Hosts in America by Talkers Magazine (the industry journal). In addition, I was the voice talent for several live read commercials which garnered accolades from marketing directors at Fortune 500 companies. Coupled with my broadcast career, I have nearly 4 years of experience in sales as a group sales presenter, sales executive and closing manager. I received “Salesman of the Month” and “Top Gun” honors, highlighting my successful closing rate in the top 5% of a 75-person sales force.

I am a self-starter, and began working in my passion of radio when I was a teenager. I enjoy researching and taking complex ideas and simplifying them to then inform, educate and persuade others. I believe in bolstering others to make quality decisions that benefit them. I have the following attributes:

- Precise & Effective Communicator
- Good Sense of Humor
- Detail Oriented
- Excellent Writer
- Well Informed
- Results Driven
- Analytical
- Educator
- Organized
- Innovative

I excel at engaging the listener/customer by being well-prepared, by listening, by respecting their position and needs, by applying honed communication skills, and then by building strong and collaborative relationships and following through on commitments. I am known by many as being good natured and approachable.

RELATABLE SKILLS: With my core attributes and relationship skills, I am adept at performing in any of the following roles:

- Salesman/Manager
- Public Relations
- Corporate Communications
- Writer
- Researcher
- Voice-Over Talent
- Corporate TV Talent
- Spokesperson
- Speech Writer
- Corporate Trainer

EXPERIENCE: **Self Employed** **2013 - Current**
Stepped away from the intense demands of Talk Radio to pursue entrepreneurial ideas and to get a more balanced perspective in life. Enjoyed spending quality time with my family while I pursued the following:

Entrepreneurial Roles:

- **Current Owner of Resale Buyers** – Created an ongoing family company that utilizes

**EXPERIENCE
CONTINUED:**

purchasing advantages in the new clothing market to resell in local and international markets. In addition, a portion of the clothing is used to provide for the needs of local homeless people and persons in various countries affected by political turmoil.

- **Real Estate Investment Ventures** - Capitalized on the dour real estate market to research, negotiate, buy and sell residential lots in the Atlanta market.
- **Verano Adami** (www.veranoadami.com) – Created a company of innovative and high quality gentleman’s accessories. Worked all facets of the business from working with manufacturer in China to supply accessories, researching and marketing to men’s clothing stores, designing retail displays, creating and maintaining website, fulfilling orders, etc.

WGST Radio (Clear Channel), Atlanta, Georgia

2010 – 2012

Morning Talk Show Host

Hosted “The Rob Johnson Show” at a top rated Talk Radio station in the Atlanta market, and broadcast on iHeart radio. Discussed news, politics and current events and issues. Inspired listeners to call into the show to engage in discussions. Performed in studio and on location at various local events to show community support. My role was responsible for:

- Lead a team of producers, news journalists, and a co-host to assemble and deliver a polished and professional 3 hour program to an audience of educated, upper income adults that both informs and entertains. Every morning.
- Prior to airtime, research and become knowledgeable to discuss fresh content on air for 3 hours
- Develop opinions and contrasting viewpoints to educate, inform and entertain listeners
- Write and produce comedy bits relevant to the subject matter of the day
- Entice listeners to call into the show to engage in lively discussion
- Write “The Rob Johnson Show” daily blog to showcase in depth knowledge on subjects of the day to educate, inform and entertain readers. This blog was the most visited of all WGST radio personalities’.
- Provide on air voice endorsements for both local and Fortune 500 companies during “The Rob Johnson Show”, and aired as well in other time slots on WGST.

KMPH Radio, Modesto/Stockton, California

2008 – 2010

Morning Talk Show Host

Hosted “The Rob Johnson Show” at a top rated talk radio station in the central valley of California including Sacramento, Fresno and Modesto/Stockton. Discussed news, politics and current events and issues. Inspired listeners to call into the show to engage in discussions. Performed in studio and on location at various local events to show community support. My role was responsible for:

- Lead a team to assemble and deliver a polished and professional 3 hour program to an audience of educated, upper income adults that both informs and entertains. Every morning.
- Prior to airtime, research and become knowledgeable to discuss fresh content on air for 3 hours
- Develop opinions and contrasting viewpoints to educate, inform and entertain listeners
- Write and produce comedy bits relevant to the subject matter of the day
- Entice listeners to call into the show to engage in lively discussion
- Provide on air voice endorsements for national and local clients during “The Rob Johnson Show” as well as other time slots on KMPH.

Dream Vacations Worldwide, Charleston, South Carolina

2006 – 2008

Sales Manager and Group Presenter

- Developed sales presentation to use in group settings
- Delivered presentation to a group of 20-30 people multiple times on a daily basis
- Acted as the “Closer” for individual sales following sales reps’ presentations. Was known as the most successful and reliable closer among my peers.

KFIV (Clear Channel), Modesto/Stockton, California

1999 – 2005

Morning Talk Show Host

Hosted “AM Drive” at the top rated talk radio station in the central valley of California, between San Francisco, Sacramento, and Fresno. Discussed news, politics and current events and issues. Inspired listeners to call into the show to engage in discussions. Performed in studio and on location at various local events to show community support. My role was responsible for:

- Prior to airtime, research and become knowledgeable to discuss fresh content on air for 3 hours
- Develop opinions and contrasting viewpoints to educate, inform and entertain listeners
- Write and produce comedy bits relevant to the subject matter of the day
- Entice listeners to call into the show to engage in lively discussion
- Spearheaded the successful impeachment movement of California Governor Gray Davis
- At a time when Congressman Gary Condit was not speaking to any media during the Chandra Levy murder investigation, I had exclusive access to him for interviews and to host the live debate on my radio program between Condit and his challengers in his bid to win re-election to his congressional seat.
- As the Lacy Peterson disappearance story was unfolding, I interviewed local Sheriff and Police Chief, family members including Scott Peterson to provide listeners with up to date and detailed information about the investigation. My exclusive interviews were broadcast live on KFIV, clips of which were shown on television and quoted in print media nationwide.
- Appeared as guest on CNN, Fox News, and MSNBC programs to provide updates and insights to the Condit and Lacy Peterson stories.
- Provide on air voice endorsements for national and local clients during “AM Drive” as well as other time slots on KFIV.

WEAT-FM, West Palm Beach, Florida

1995 - 1998

Morning Show Host

- Hosted morning radio show on Adult/Contemporary music station
- Took show from #5 ranking to the #1 morning radio show in all demographics aged 12 and up. Arbitron ratings for this and all stations will be provided by request.

EDUCATION: Blackwell High School, Blackwell, Oklahoma
Elkins Institute of Electronics, Oklahoma City, Oklahoma
University of Oklahoma, Norman, Oklahoma, in Broadcast Communications

ADDITIONAL SKILLSETS: Expert in Adobe Audition; Proficient in Microsoft Word, Excel, Power Point, Adobe Dreamweaver, Acrobat. Completed and certified in sales training courses by Brian Tracy and Tom Hopkins. First Class FCC Radiotelephone Operators License, Windows Certified Technician, A+ Certified Computer Technician

INTERESTS: Family, church, research, photography, volunteer work and keeping up with current news/politics and space/science discoveries.