



CASTON COUNTZ

OPERATIONS MANAGER, BROADCAST MEDIA

CONTACT



601-307-4984



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1999 Nat. Guard Rd, Columba, MS



Linkedin.com/caston-countz

EDUCATION

MASTER'S DEGREE Religious Education

Midwestern Baptist Seminary

BACHELOR OF SCIENCE
History & Political Science
Southwest Baptist University

EXPERTISE

Operations Management

Programming/Formatting

Production

Sales/Revenue

Social Media

On-Air Talent

Community Relations

PROFESSIONAL PROFILE

Professional broadcast media guy who loves music, the radio and people. MY GOAL: Seeking new opportunities in broadcast media or related field that will provide an opportunity for continued success in day-to-day operations, programming, social media presence and professional growth. MY GOAL FOR YOU: generate revenue to increase your bottom line and develop and sustain goodwill between your new and existing clients.

EXPERIENCE

OPERATIONS MANAGER | LEE AIRWAVE, LLC, Columbia, MS January 2015 - Present

Manage day-to-day operations of six stations in seven counties in southern Mississippi.

- Manage daily needs of office staff and clients.
- Spearhead implementation of live streaming and social media presence across all stations.
- Managed website creation across all stations.
- Generates new streams of revenue and services existing clients.
- Successfully transitioned station format change across two stations.
- Successfully manages programming for weekend airtimes, and on all new stations.
- Produces weekly show, *Friday Night Rock with Wes*.
- Host of morning show, 6-9m, M-F.
- Formats: Oldies, New Country, Classic Country and Talk

MANAGER/ON-AIR HOST | SUNBELT BROADCASTING, Columbia, MS August 2014 - December 2014

Host of daily morning from from 6-9am over three stations in southern Mississippi.

- Producer and host of local morning show which included a "bartering" call-in segment.
- Promotion of local events and fundraisers.
- Generated revenue for new and existing promotional clients.
- Live remote broadcasts as needed.
- Community liaison for yearly talent contest, *Country Music Showdown*
- Expanded radio library from 450 songs to 2000+.
- Formats: Oldies, New Country and Talk.



CASTON COUNTZ

OPERATIONS MANAGER,
BROADCAST MEDIA

SKILLS

TECHNICAL

Microsoft Office Suite

Windows & iOS platforms

Arrakis

Audacity

Cartworks

STORQ

PERSONAL

Analytical

Adaptability

Problem-solver

INTERESTS

Reading

Music/Songwriting

Travel

Animal Rescue

Art & Culture

EXPERIENCE (Continued)

WRITER & HOST | THE ROCK AND ROLL OMNIBUS

2010 - 2014

Creator, writer and host of weekly radio show with Nashville Free Radio, WFRN, Nashville, TN.

- Wrote and produced weekly radio show on local low-power station in Nashville, TN.
- Research material as needed in creation of show.
- Ran board at WFRN as a volunteer DJ.
- Aired shows on nine affiliates throughout the Pacifica Radio Network.

OWNER | MUSIC CITY KEYS, Nashville, TN

March 2008 - June 2013

Private in-house instruction for beginning, intermediate and advanced piano.

- Provided weekly piano lessons at student's home.
- Prepared students for two yearly recitals.
- Served students over multiple counties.
- Weekly parental evaluations.

INSTRUCTOR | MELODY MUSIC STUDIOS, Pegram, TN

January 2003 - March 2008

Private in-house instruction for beginning, intermediate and advanced piano.

- Provided weekly piano lessons at student's home.
- Prepared students for two yearly recitals.
- Served students over multiple counties.

SENIOR PASTOR | VARIOUS CHURCHES, MO, KS, WV

1984 - December 2002

- First Christian Church, Matthews, MO.
- First Baptist Church, New Madrid, MO.
- Grace Baptist Church, Parkersburg, WV.
- Carnegie Baptist Church, St. Joseph, MO.
- Grace Baptist Church, Olathe, KS.