**COLLIN JEFFREY AKIN**

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Talented professional with 20+ years of experience in public relations, marketing, business development, sales and public speaking. Solid track record with extensive experience in creating and developing marketing campaigns for clients. Flexible and adaptable with team leadership experience who has a “can do” approach toward solving challenging marketing and business development issues.

**Career Expertise**

* Business Development
* Sales/Client Management
* Strategic Marketing and Advertising
* Team Development and Networking
* Brand Representation
* Public Speaking
* Online/Digital Marketing
* Contract Negotiations and Budgeting
* Audio and Video Production
* SEO/SEM
* Website Design
* Microsoft Office Suite
* WordPress
* Adobe Photoshop, InDesign, Illustrator
* Google AdWords and Analytics
* Social Media Management

**Professional Experience**

**Account Executive/Marketing Consultant 02/2017 – 08/2017**

**Salem Media The Fish, FaithTalk, and The Answer – Little Rock, Arkansas**

* Expanded local sales by bringing new advertisers to the station, generating new leads and selling non-traditional advertising
* Developed client relationships, contacted key accounts, managed clients at various stages in the sales cycle including account updates, weekly projections and forecasting of future advertising
* Generated marketing packages, negotiated advertising rates, directed creative campaigns and created oral and written presentations
* Established and maintained good relationships with buyers and clients
* Researched, analyzed, and monitored competitive media for new leads

**Morning Show Host/Production 10/2015 – 05/2016**

**Salem Media The Fish – Little Rock, Arkansas**

* Responsible for preparing for and hosting a four-hour morning show that included news, weather, traffic, local information, and music
* Wrote and produced commercials and station promos
* Made personal appearances on behalf of the station
* Produced and edited videos and other content for social media on behalf of the station

**Program Director/Talk Show 07/2015 – 10/2015**

**Bluff City Radio The Home Team - Pine Bluff, Arkansas**

* Responsible for the on-air sound of a News/Talk/Sports station, including creating the imaging and executing the positioning of the station
* Wrote and produced promos, commercials, and infomercials
* Hosted a daily three-hour talk show, and did play-by-play for a local high school team
* Assisted in the budgeting process of the station
* Helped the sales department design packages to sell to potential clients
* Responsible for the social media presence of the station

**Talk Show Host/Marketing Director 03/2015 – 06/2015**

**AR1.TV - Little Rock, Arkansas**

* Responsible for hosting a daily two-hour talk show which included interviews with political figures and those who were in the news
* Responsible for two daily newscasts
* Created advertising packages for, and made presentations to, potential clients
* Responsible for the social media presence of the station

**Program Director/Sports Director 03/2014 – 10/2014**

**Pearson Broadcasting ESPN Arkansas - Fort Smith, Arkansas**

* Confer with directors and production staff to discuss issues such as production and casting problems, budgets, policies, and news coverage
* Develop promotions for current programs and specials
* Direct and coordinate activities of personnel engaged in broadcast news, sports, or programming
* Evaluate new and existing programming for suitability to assess the need for changes, using information such as audience surveys and feedback
* Wrote, edited and produced five daily sportscasts that aired on the station

**Brand Manager/News Director/Talk Show Host 2011 – 2014 & 2003 – 2006**

**Texarkana Radio Freedom 107 - Texarkana, Texas**

* Responsible for the re-branding of the station in the listening area
* Increased revenue by broadcasting several sporting events including NASCAR, Texas Rangers baseball, and local high school sports
* Sold commercial time through cold calls, appointment setting, and relationship building
* Created advertising campaigns for clients and wrote copy for commercials and produced the spots
* Worked closely with the sales team in creating revenue opportunities for clients
* Researched, wrote, and produced newscasts and hosted a two-hour morning talk show

**General Manager 2008 – 2011**

**Chapel of Light Radio The Light - New Boston, Texas**

* Created and implemented a long-range plan that made the station financially viable for many years
* Developed budgets, implemented a new format, created advertising opportunities, brought the station into compliance with the FCC, hired and trained staff, and created a profit for the owners
* Made the station relevant in the community by being involved in local civic organizations
* Performed sales calls and spoke on behalf of the station at community events
* Created advertising campaigns and wrote/produced commercials for clients
* Formed and maintained the website for the station

**Program Director/Sports Director 2006 – 2008**

**Freed Am Corp Fox Sports KPYN - Atlanta, Texas**

* Re-branded and changed the format of the station from Music to Christian Talk
* Negotiated contracts with network programming providers
* Wrote and produced station promos, daily sportscasts and commercials
* Hosted a two-hour talk show, Pre-Game, Halftime, and Post-game show for three high school broadcasts