

## Consultative Partner, University Instructor

Dynamic, inquisitive, collaborator. Energetic, empathetic instructor facilitating students to navigate real-world communication. Proven excellence in developing positive business relationships and creating a supportive and inspiring learning environment.

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### Education

- Masters of Science Communication: Integrated Communication & Advertising, Purdue 2022
- Bachelor of Arts Communication & Media Studies, University of Massachusetts Global 2021
- Certified Account Executive; Southern California Broadcasters Association 2000
- FCC Licensed Combo Operator 1986

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### Expertise

- University Level Teaching
- Coursework and Accompanying Syllabus Creation
- Andragogical Instruction (online; synchronous, asynchronous & in person)
- Corporate Communication Writing
- Speech Writing
- Broadcast Advertising / Sports Sponsorship Sales
- Commercial/Promotional Writing
- Game Day Sportscast Fan Engagement Presentation; Writing/Performance
- Directable Voice Over, MC, Public Speaker
- Mic Technique
- Audio Commercial Production

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### Accomplishments

- TED Speaker: TEDxBrandmanUniversity; “How to Get Along with Anyone with True Empathy”
- Southern California Broadcasters Assoc. Case Study; “Prop 66” ABC Radio Los Angeles
- The Arbitron Radio Mercury Awards Honorable Mention
- Influencer Blog Series Author “Liquid Lunch; Straight Talk w/Sellers.”
- Accomplished Broadcast Street Interviewer
- Voice Over Narration, Public Address, Commercial, Animation, Signature Voice; TV-Radio
- Top Sales Performer; ABC, CBS, NBA, MLB, and MLS broadcasts

## Experience

### College Professor / Corporate Instructor

- University Level Classes Taught:
  - Introduction to Public Speaking
  - Negotiation and Persuasive Communication
  - Introduction to Mass Communication
  - Sportscasting & Fan Engagement
  
- Coaching professionals and college students - interpersonal & media speaking skills, sales consultant

California Lutheran University; Adjunct Faculty, Thousand Oaks Ca	FA18 – Present
President; EritLeo Media, Thousand Oaks, Ca	2018 - 2022
KCSM-FM, San Mateo, Ca; Jazz/NPR	1986-1988

### Broadcast Personality / Voice Over Performer

- Broadcast News/Traffic Reporter; Studio/Airborne
- Broadcast Air Personality – Side Kick, NPR local host
- Voice Over; Signature Voice – Radio, TV, Public Address, Animation
- Custom messages on hold/phone-casting
- Broadcast consultant/media buyer/audio producer

V/O Contractor; Various & Voquent Voice-Over Services, United Kingdom	1986 - Present
Executive Director; Radio Partners, San Francisco, Ca	1990 – 1994
Metro Networks, Inc., San Francisco; KGO, Wild 107, Bay TV/KRON	1987-1999

### B2B, B2C Relationship Sales (Advertising, Marketing)

- Spanish Media & and Sports; Los Angeles. All leagues
- Digital, targeted TV; OTT, premium pre-roll, social mirroring
- Experiential event marketing
- Director of New Business Sales; a team of 20 of various ages, and abilities (KABC, Los Angeles)
- Accountable for increasing revenue in all assets; (MLB, NFL, MLS, NHL, NBA)
- Retail vendor programs, in-stadium sponsorships, in-game TV, and outdoor marketing.
- Negotiated with direct advertisers
- Offset negative costs for feature film paid placement in script and trailers. (Screen Gems)

Senior Account Executive, Lotus Communications; Los Angeles	2022-Present
VP, Partnerships GroundSwell Group, LLC; Los Angeles, Ca	2021- 2022
Cumulus, Angels Baseball, Sony-Screen Gems; Los Angeles, Anaheim	2010-2017
Vice President; Sales Comark Advertising, Los Angeles, Ca	2009 - 2010
ABC, ESPN, CBS; Los Angeles	2000 – 2009