




Clark Willis

Radio Producer – On Air Talent

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 Greenville, NC 27858

About

Innovative Producer and On Air Talent with **over 20+ years of experience** in all aspects of Radio/Video production. Excels at bringing ideas to life in entertaining and inspiring ways, with a visionary approach to creation, editing skills, storytelling prowess, and a strong background in business operations. Creates engaging, entertaining, and informative shows that connect with listeners and **contribute to the station's success** through using strong charisma as a talent and staying organized as a producer.

Enthusiastic and dedicated to collaborating with strategic and creative teams to create high quality content for radio. Passionate about touching hearts and minds of countless listeners through creative planning of humorous segments, through-provoking discussions, or uplifting stories.

Skills

Media Production: Film and Video Production, Video Production Oversight, Film Editing, Camera and Video Staff Direction

Content Creation: Final Draft Creation, News Stories Writing, Copy Editing, Copywriting, Creative Writing, Motion Effects, Radio Broadcasting/Broadcast Media, Audio Boards, Camera Operations, Film and Recording Review

Audio / Visual Production: Adobe After Effects, Adobe Audition, Audio Editing

Operational Management: Personnel Activity Coordinator, Resource Management, Communication, Collaboration, Problem Solving

Experience

On-Air Talent | Oldie 94.1 & 102.7 - Best of the 60's & 70's

Greenville, NC | 2019 – 2023

- Presented production ideas and **determined creative scenarios** for production and delivery
- Developed production plans and organized resources to achieve prompt delivery of projects
- Maintained project costs through careful budgeting and monitoring expenditures
- Coordinated with producers and on-air talent to create program content, new ideas, and segments

Producer | 94.3 - The Game Patrick Johnson Show & Hoist The Colours (Sports)

Greenville, NC | 2014 – 2023

- Directed live broadcasts, film, and recordings or non-broadcast programming for public entertainment or education
- Collaborated with Program Director and Sales Department to create scripts for commercials for various business clients
- Wrote daily sports update, edited post for podcast, and covered ECU Pirates Football Press Conferences
- Found appropriate stories and ideas for **programming to engage target audiences and hook advertisers**
- Booked guests for on-air interviews, assigned stories to reporters to manage coverage and schedule needs, and interviewed actors, comedians, politicians, etc
- Planned video shots in studio and remotely by managing production through stages to completion
- Oversaw lighting, graphics, audio, and camera movements in TV and movie filmmaking

Work Experience Cont.

Producer | TALK 96.3 & 103.7 - News & Views -Tom Lamprecht
Greenville, NC | 2019 – 2023

- Worked on syndicated shows altering the landscape and challenges in order to engage a wider audience
- Assisted hosts with content and timing and **developed effective promotions that resonated with listeners and attracted a wider, more dedicated following**
- Researched innovative show topics, segments, and features that engaged and entertained the audience
- Created "Intros" and "Outros" short recordings hooks through mixing audio that captured the essence of the program, drew listeners in, and enticed the listeners to stay tuned and engage further on social media

Morning Show Producer | IBX Media, 96.3 Thunder Country - Raeford Brown Show
Jacksonville, NC | 2013 – 2020

- Communicated a clear vision of the show with hosts, co-hosts, and production team
- Utilized technical proficiency to manage radio equipment, editing software, and sound engineering and worked closely with all teams to troubleshoot issues ensuring a smooth broadcast
- Handled moving parts in show production: booking guests and scheduling show segments while managing technical aspects using highly effective time management, communication, and organizational skills
- Created high-quality engaging and relevant content tailored to each social media platform trends that engaged with the audience, **increasing viewership on social media by 50%**
- Developed analytics to refine social media strategy to maintain a consistent visual identity while adapting to changing social landscaper
- Responsible for on-site events that **resonated with the audience and achieved set goals** which required heavy audience engagement, networking, and effective time management skills
- Responsible for off-site engagement events requiring equipment installation and removal, configuration, and troubleshooting

On-Air Talent | 96.3 Thunder Country - The C.K. Show
Jacksonville, NC | 2013 – 2016

- Reviewed scripts and accepted and integrated feedback to determine most appropriate methods to use for directing actors and crew members
- Participated in meetings with producers and production crew to keep program in step with creative visions

On-Air Talent | The C.K. Show - Star 94.3 Greenville's Best Variety
Greenville, NC | 2013 – 2016

- Created engaging, entertaining, and informative shows that contributed to the station's success and connected with listeners
- Provided solid guests and interviews by capturing the audience with charisma and strong networking ability
- Brought passion and consistency to the role with skilled technical proficiency and a sense of humor

Other Relevant Experiences

Producer | 103.7 - Tax Talk - Rep. Keith Kidwell, Greenville, NC | 2013 – 2022

On-Air Traffic, Weather, & News during the Morning Show | Elvis Duran - WAKS 96.5 Kiss FM, Cleveland, OH | 2012-2013

On-Air Traffic Reports | Rover's Morning Glory - 100.7 WMMS | 2010-2013

Education

Associate's Degree in Radio and Video Production

Certificate in Radio and Television Broadcasting

Ohio Media School, 2009