

John Candelaria

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BRAND MANAGEMENT

John Candelaria is a stable and accomplished programming executive, pedigreed in radio broadcast battles in Detroit, Las Vegas, Los Angeles, Dallas, and El Paso. John is nationally recognized strategic planning expert who specializes in consumer behavior, driven by social interaction and electronic mass communication via multiple platforms and delivery systems that include digital and analog OTA broadcast, online streaming, mobile telephony, and social media tools and technologies. Possesses an award-winning track record of incremental value creation for radio broadcast companies in markets of all sizes.

- Multiple format disciplines
- Budgeting & Financial Management
- Experienced Broadcast leader
- Branding / Marketing specialist
- Music scheduling expert
- Engaging writer of Broadcast Copy
- Broadcast Talent Manager
- Research savvy, possessing extensive PPM knowledge
- Sales Friendly / Highly focused on solving Client problems and objectives
- Media Relations
- Expert in Positioning and Strategy
- Digital Marketing Campaigns

EXPERIENCE

Beasley Media Group, Detroit, MI
06/2018 - 03/2020

Urban AC / Rhythm AC / Gospel WMGC-FM, WDMK-FM, WDMK HD2)

Operations Manager / Program Director / National Urban Format Captain

- Audience & Customer Engagement
- Digital Marketing Campaigns
- Achieved Digital engagement bonuses every quarter
- Created Content Marketing Strategies
- Created compelling content and NTR events that propelled WMGC to the #1 position with Person's 25-54 in March 2019. WMGC has continually ranked in the top 5 rankings with Person's 25-54, Women 25-54 for 12 consecutive months.
- Increased revenue on WMGC by 60%.
- Content Creation & Innovation
- In 12 months WMGC has achieved record setting market shares and listening levels.
- WMGC is the highest rated Throwback Station in the country.
- **Oversee Urban Programming in Detroit, Las Vegas, Charlotte, Fayetteville, and Augusta.**

Provided dynamic vision, execution and leadership skills for instant ratings and revenue success.

Proven ratings winner. Sales Friendly Program Brand Manager. On Air Talent. Morning Show Talent Coach. Community Liaison. Structured, organized, and invented strategic and tactical plans to profile the Adult listener. Lead the design of branding imaging, logos, web sites, Vehicle Wraps, social media platforms to

enhance the overall brand. Created a Social Media Plan which included the addition of Digital Videographer and Digital Program Director.

Beasley Broadcasting, Las Vegas, NV

06/2012 – 05/2018

Classic Hits/ Rhythm AC / Hot AC / AC / Urban / News Talk / Urban AC (KKLZ-FM, KOAS-FM, KVGS-FM, KCYE-FM, KDWN-AM, KCYE-HD2 /WUKS-FM, WMGC-FM & WCHZ-FM)

Operations Manager / Program Director / National Urban Format Captain

- Created Digital plans and promotions to drive engagement and customer increased brand awareness
- Developed compelling programming content and events that propelled KOAS to the #1 position with Person's 25-54, Person's 35-64, Women 25-54 for six consecutive months, and captured the #1 position during prime, Monday – Friday 6am to 7pm with Persons 25-54.
- Worked daily with Account Executives to create promotional ideas for clients and sponsorships
- Increased ratings on KVGS from #18 ranking with Person 25-54, to #1 position with a 5.2 share of the market.
- Interacted with all other departments to foster and ensure seamless communication throughout the operational domain.
- Creator of NTR events, Love Affair, Freestyle Explosion, Bob Rocks, Boo Bash that generated thousands of dollars in non-traditional revenue categories.
- Revenue at KOAS increased 100% due to ratings increase.
- KOAS was the highest rated Rhythm Oldies Station in the country.
- Handpicked by VP of Programming to create the Classic Hip Hop and R & B brand for WCHZ-FM in Augusta Georgia.
- **Oversee Urban Programming in Detroit Las Vegas, Charlotte, Detroit, Fayetteville, and Augusta.**

Radio One, Dallas, TX

08/2002 – 11/2011

Urban and Rhythm AC Brands – KBFB-FM / KSOC-FM / WHTD-FM / KKBT-FM

Operations Manager/Program Director / Regional Program Director

Oversight of Dallas, Detroit, and Los Angeles

Provided strategic planning and leadership skills to create multi-purposed content for the over-the-air brands and all extensions to other delivery platforms.

- Consistently delighted key clients such by overdelivering on major promotion expectations.
- Optimized customer acquisition for external partners and the performance of their customer-facing professionals by sharing relationship management techniques.
- Managed Super Star radio talent – Steve Harvey, Rickey Smiley, Spinderella and Rocsi Diaz.
- Created, Developed and Guided the Rickey Smiley Show from a local show into a nationally syndication show for Radio-One.
- Proven ratings winner. Led and developed a professional staff of announcers, producers, and technicians to achieve station record-high ratings. Grew KSOC-FM from the #21 ranked station among Persons 25-54, to a Top 10 ranking with a 3.3 share.
- Developed compelling programming and events at KBFB, that catapulted the 12+ audience share from #17 to #2 and captured #1 in the highly sought-after Persons 18-34 demographic.
- Established and directed the syndicated Rickey Smiley morning show, carried on over forty affiliates, resulting in revenues in excess of one million dollars.
- Selected to mentor and manage WHTD/Detroit and KKBT/ Los Angeles, and coached high-profile talent.
- Interacted with all other departments to foster and ensure seamless communication throughout the operational domain.
- Creator of NTR events that generated over two million dollars in non-traditional revenue categories such as the 97-9 the Beat Car Show and Concert which generated over \$500,000.00 in profits in 2005.

Clear Channel Communications, El Paso, TX

01/1992 – 05/2002

Regional Brand Manager/Operations Manager / Program Director / On Air Talent Oversight of El Paso, Brownsville, Midland-Odessa, Lubbock, and Amarillo

Provided senior-level leadership across diverse geographies, programming formats and key disciplines, including Programming, Production, Promotions, Research and Budget Oversight.

At KPRR/KBFM/KMRK/KZII/KPRF:

- Integrated brand management focused on systemic operational performance such as:
 - Development of proprietary talent coaching systems that ensured personal growth and performance accountability,
 - Created standard operating procedures that established, monitored, and managed interdepartmental progress, and
 - Encouraged team collaborative solutions responsible for measurement and management of departmental productivity.
- Engineered structure and incentive reward programs that resulted in profit margin growth of fifty percent.
- Supervised format migration in Midland-Odessa, Texas, with responsibilities that included:
 - Music selection,
 - Authoring targeted creative imaging,
 - Crafting a new logo that reflected the product and consumer lifestyle, and
 - Acquisition and management of local on-air talent.

The results speak for themselves: #10 to #1 in One Arbitron Ratings Period on KMRK (Diary) 52 consecutive # 1 books at KPRR.

Highest Rated Rhythm CHR in the Nation

- Managed six format brands in El Paso, Texas, including Adult Contemporary, CHR, Country, Rock, News/Talk and Sports formats. By utilizing skills learned in music radio format on spoken word programming, established an identity as one of America's first cross-format programming authorities.
- Established regional brand awareness while containing costs, by capitalizing on strategic partnerships inside of a multifaceted marketing and branding campaign.
- Drew on passion for knowledge of Radio's consumers, through meticulous research of regional market trends and target audience behaviors, focused on key indicators like demographic and psychographic data points, income levels and listener perceptions.

Clear Channel Communications El Paso, Texas

01/1986 - 01/1992

Program Director and On-Air Morning Show Host

Generated remarkable ratings results, demonstrated by an unprecedented area record of success that is marked by forty consecutive ratings periods during which KPRR claimed the top rung of the Arbitron ratings ladder, including achieving Number One status in every published demo, from 1992 through 1994. KPRR achieved the largest market audience share of any CHR-formatted station in the United States during this management period.

- Prepared, allocated and monitored return on investment of a multi-million-dollar budget,
- Devised tactical approaches,
- Created business models to meet and surpass strategic goals, and
- Provided hands-on community involvement and leadership, by spearheading charitable fundraising events that raised over fifty thousand dollars.

AWARDS

For decades before electronic and online journalism began to fight for mindshare of consumers, Radio professionals recognized the awards conferred by Radio & Records Magazine and Friday Morning Quarterback Magazine, to be among the most prestigious recognitions in the industry.

- Beasley Media Group **National Program Director of the Year 2016**
- Radio & Records Magazine, 2003 and 2005
Finalist - **Major Market Program Director of the Year Nomination**
- Friday Morning Quarterback Magazine, 1993
National Program Director of the Year Winner
- Radio & Records Magazine, 1992 and 1994
National Small Market Program Director of the Year Winner

EDUCATION AND SPECIALIZED TRAINING

New Mexico State University

Bachelor of Interdisciplinary Studies

University of New Mexico

Matriculated for degree in Journalism

Basic Life Saving Certification (BLS)

National CPR Foundation #75CA85B8

CSS Management

Business Management Certification

Other Key Skills and Training:

Expert-level proficiency in RCS G Selector and Linker, Wide Orbit Automation, Promo Suite, Adobe Audition Editing, Vox Pro Recording Systems, and NexGen, Prophet, Wide Orbit, Maestro, and Scott 32 Studio Automation.

Professional proficiency with popular Microsoft applications, such as Word, Excel, Outlook, Power Point and Share Point

Operational excellence in all Nielsen/Arbitron software applications.

Bilingual in Spanish.

REFERENCES

Mac Edwards – VP/Market Manager Detroit

Mac.Edwards@bbqi.com (910) 978-3944

Justin Chase Chief Content Officer Beasley Media Group

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