

[Craig P. Russ]

5030-102 Belleglen Court – Myrtle Beach, SC 29579

Email : craigruss@cool1049.com

Tel: (843) 450-3878

Career Objective

To obtain a position with a progressive organization where my talents and skills are effectively utilized.

Experience Summary

I have experience in Sales, Marketing and Accounting

I have a technical background in Radio communications

I am experienced in Business to Business Presentations

Education Summary

- ✓ **University of South Carolina, Columbia, SC**
B.A. – Business Management, 1984 - 1986
- ✓ **Horry-Georgetown Technical College, Myrtle Beach, SC**
A.S. – Business Admin / Marketing, 1982 – 1984

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29579

December 17, 2010

Skills Set

Area of Expertise		Proficient level[10 scale]
Computer Networking / IT Skills	WINDOWS / CISCO NETWORK / Microsoft Network Training	10
Public Speaking / Presentation Skills	Other	10
Radio Engineering Skills	Other	8
Proficient with All Microsoft Software	Microsoft Office Suite	10
Proficient with Website Construction	Dreamweaver / Photoshop	10

I. Cumulus Media of Myrtle Beach, Inc.

Roles and Responsibilities

Operations Manager / Program Director for the Broadcast Cluster
 Myrtle Beach, South Carolina



I managed a six radio station cluster to include all facets of staffing, programming & operations. I was directly involved with preparing and maintaining annual operating budgets. I was also involved in sales and regularly met with important clients, especially when it involved promotions & other on-air advertising campaigns. I am a strong closer and was very successful in gaining new clients and maintaining existing clients.

Employment Date January 2010 to December 2010

II. Qantum Communications of Myrtle Beach, LLC.

Roles and Responsibilities

Program Director for WYNA-FM (Adult Hits) & WRXZ-FM (Mainstream Rock)
 Myrtle Beach, South Carolina.



I programmed Two FM Radio Stations for the cluster. 104.9 BOB-FM is an Adult Hits format. Rock 107.1 is a Mainstream Rock format. I also served as a consultant to a number of co-owned Qantum Radio Stations in other markets. Additionally, I serve as I.T. Systems Administrator & Backup Radio Engineer. I hold an FCC General Radio Telephone License. I also have an extensive background in Transmitter Operations & Maintenance. I have installed equipment including On-Air Consoles, Audio Processing, Computer Automation Systems, RDS Equipment & Radio Transmitters.

Employment Date February 2008 to January 2010

III. Coastline Communications of Carolina, Inc.

Roles and Responsibilities

Operations Manager & Program Director for WYNA-FM (Adult Hits & Hot AC) / WGTN-FM (Hot AC) & WYEZ-FM (Adult Contemporary) - Myrtle Beach, South Carolina.



I was responsible for all staff & programming for 2 (Two) FM Radio Stations within the cluster. 104.9 BOB-FM is an Adults Hits format that was eventually purchased by Qantum Communications of Myrtle Beach, LLC in February 2008. Its prior formats include a Hot AC from January 2002 to August 2006, then a “Jammin’ Oldies” format from sign-on in December 1997 to January 2002. I also programmed an Adult Contemporary format branded as “Yes 94.5”. I also helped re-launch this station as a “Jammin’ Oldies” format branded as “Movin’ 94.5”.

Employment Date December 1997 to February 2008

III. City of Conway, South Carolina -

Conway, South Carolina

Roles and Responsibilities



Director of Grants, Community & Economic Development / Special Projects

My primary responsibilities were to apply for, and administer, any & all federal & state level grants for community housing, police grants, and economic development grants. I also served as administrator for all major city projects including the construction of the city’s first owned highway, construction of the city’s first senior center for the recreation department and I administered the city’s first housing & community development project to include construction of housing & other infrastructure activity. Further, I lead all city-wide annexation projects and marketed the city to prospective corporate businesses for the purposes of locating in Conway.

Employment Date: February 1993 to December 1998

IV. County of Horry County, South Carolina -

Conway, South Carolina

Roles and Responsibilities



Division Manager/Appraiser IV - Research & Sales Division (Assessor's Office)

I managed a division within the Assessor's Office that collected and analyzed all sales transactions within the county. Additionally, we obtained data that assisted in the appraising of commercial businesses such as vacancy rates, expense & income information and other data relative to the assessment of same. I appraised the most difficult real property.

Senior Level Appraiser III – Assessor's Office

I appraised the most difficult commercial properties such as high-rise oceanfront hotels, golf courses, industrial properties and non-common commercial entities. Lead most special projects including county-wide reassessment & state related commercial studies.

Mid-Level Appraiser II – Assessor's Office

I appraised mostly upper end single-family residential properties along with common commercial properties.

Appraiser I – Assessor's Office

I appraised mostly single family residential properties and rural farm/agriculture interests.

Employment Date: June 1985 to February 1993

“Summary of Craig Russ’ Talents “

- ✓ *Proficient Leadership/Management Skills*
- ✓ *Seasoned Public Speaker*
- ✓ *Advanced Computer IT / Technical Skills*
- ✓ *Radio Technical Background*
- ✓ *Successful Radio Programmer*
- ✓ *Excellent Speaking & Writing Skills*
- ✓ *Well known in the community*

“Personal Details “

- Married with 4 kids
- Height: 5’ 10” / Weight: 198
- In Good Health

References:

Mr. Teddy Hucks - Conway, SC Tel: (843) 241-0156

Mr. Jeff Benton – Murrells Inlet, SC Tel: (843) 602-3116

Mr. Richard Meyer – Myrtle Beach, SC Tel: (843) 347-3629

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Personal Highlights

- ✓ Hold An FCC General Radiotelephone License
- ✓ Awarded RPA Designation from the SC Real Property Appraisers Association
- ✓ Having lived here most of my life and working in the County/City Government, I know most of the area’s leaders.
- ✓ Previous Member of Conway Lions Club