

TJ Holiday

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Sales Team Development / Sales Manager / Multi-Media Sales

January 2007 - Current position – Director of Sales, Times Shamrock / Tulsa, OK. Moved both station's revenues up pacing ahead of the market in the first year by 10% (in 2007). Launched two radio websites in 2007 and achieved profitability. Created and launched our third website in 2008 exceeding goal and growing total revenue by 19% for the operation including radio stations and all three websites for three years running to exceed financial goals. January through June 2009 YTD Local Revenue is up 3% and Internet Revenue is grown 51% for the first six months of this year.

2006 – 2007 General Manager, Salem Communications / Sacramento, California. Improved revenues of two websites, two FM stations and two AM stations with staff of 29 full time people.

2003 – 2006 Southeast Manager for multi-media research company, International Demographics. Developed new accounts and trained sales staffs for TV Interactive, Broadcast TV, Newspaper Interactive, Weekly and monthly print publications and Radio.

Duties: In-the-field training of new and existing media customers, and creating new business. Creating and executed training systems on how to position the media product for outdoor, broadcast and cable television, newspaper, magazines and commercial and non-commercial radio the following markets: Atlanta, Charlotte, Raleigh-Durham, and Greensboro Winston-Salem, Charleston, Myrtle Beach, and Greenville, SC.

Increase revenue in this Southeastern territory by 24% in the region in two years as Regional Manager

2000 – 2003 WNNX-FM Susquehanna Radio Atlanta – As sales oriented General Manager, led rebuilding of the sales staff with Talent Focused management principles as well as Customer Focused selling.

2000 – 2003: GM of Alternative Rock WNNX that generated \$25Million in annual revenue through both traditional spot and a multiplicity of NTR activity.

Moved WNNX from 7th Ranked in Revenue in 2000 to 5th ranked by end of '02 during one of Atlanta's most tenuous economic climates.

1992 – 2000 Cox Radio - Held Progressively advancing Management positions – From GSM to DOS for Cox Radio cluster; KWEN-FM, KJSR-FM, KRTQ FM, and to VP/GM of KJSR-FM/ KRTQ-FM.

1992 – 1996: GSM of News/Talk KRMG. Doubled billing of mature station in six years raising billing rank from third-ranked to first-ranked in Market Billing.

1996 – 1998: DOS of Cox 6-Station Cluster KRMG, KWEN, KRAV, KSJR, KRTQ resulting in increased billing that delivered a 42.6% billing share of total market Radio Revenues.

1998 – 2000: VP/GM KJSR-FM/KRTQ-FM. Revenues paced ahead of the market by double digits while power ratios grew from .9 to 1.4 on KJSR and .4 to 1.6 on KRTQ in two years.

COMMUNITY INVOLVEMENT

1992 – 1998 Teacher Consultant Junior Achievement Applied Economics, Tulsa, OK., High Schools.

2008/9 - Current President of the American Advertising Federation Local Chapter

2008/9 – Current Advisory Board: University of Tulsa Marketing Department

2007/8 – Advisory Board: Tulsa Chamber of Commerce, Tulsa Young Professionals

2000/3: Board of Directors, Junior Achievement of Georgia, Atlanta, Georgia.