



JASON COLLADO

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WORK EXPERIENCE

CREATIVE DIRECTOR ● FOREVER MEDIA RADIO (93.7 WSTW / WDEL) ● WILMINGTON, DE 2018 – PRESENT

- Creative lead on agency & direct Engaging Creative Initiative with station clients—directing partners through the creative brief, evaluation process, and final campaign production
- Engaging creative copywriter
- Creative lead and brand strategist for multiple stations
- Brainstorming lead for big ideas to help marketing partners grow their business
- Head of Social Media strategy, content, listener engagement, and friend building
- Hands-on design, logo creation and brand materials—digital, print and outdoor
- Collaborate with—and offer direction to—graphic designer and web admin

BRAND STRATEGIST & DESIGNER ● BREAKING GLASS PICTURES ● PHILADELPHIA, PA 2017 – PRESENT (CONTRACTOR)

- Creative director and lead designer on company re-brand, logo creation, website & UI
- Main collaborator with COO on brand strategy, marketing, digital & retail sales, workplace management, film screening exposure, grassroots and public relations
- Lead strategist on website redesign, e-commerce solutions and WordPress implementation
- Designer of film art, DVD wraps and product sell sheets

CREATIVE DIRECTOR ● WBEB-FM RADIO (101.1 FM) ● BALA CYNWYD, PA 2008 – 2017

- Directed all creative: digital, UI, social, video, print, outdoor, direct mail, promotional premium
- Creative lead and designer on iconic B101-to-MoreFM station rebrand
- Creative lead on agency & direct Engaging Creative Initiative with station clients – directing partners through the creative brief, evaluation process, and final campaign production
- Creative lead on station brand strategy and brainstorming big ideas for marketing partners
- Directed station permission-based email marketing platform & strategy
- Directed MoreFMPhilly.com WordPress website platform
- Directed station social media footprint, including industry-leading Facebook with 156k followers and 95.5 engagements-per-post
- Coached talent on social media Insights and EdgeRank evaluation
- Managed third-party digital partners, including JacApps, WideOrbit, and Intertech Media
- Lead copywriter for industry-leading Engaging Creative Initiative
- Design digital display for station marketing partners

WEBMASTER/DIRECTOR OF REWARDS ● WBEB-FM RADIO (101.1 FM) ● BALA CYNWYD, PA
2002 – 2008

- Responsible for managing all digital projects
- Lead strategist on station website that was featured in “Radiolnk” as one of the top 25 radio station websites in North America
- Strategized and developed digital promotions for marketing partners
- As digital strategist, accompanied station account managers on local and national sales calls
- Create customized digital sales decks for account managers
- Managed relationships with third-party web development teams
- Managed permission-based marketing email campaigns
- Director of station online loyalty-based program, including database management and listener public relations

ASSISTANT PROGRAM DIRECTOR ● WBEB-FM RADIO (101.1 FM) ● BALA CYNWYD, PA
2000 – 2002

- Assisted Program Director with daily operations, marketing strategy, imaging, listener research and DMA surveys
- Assisted in commercial production and production of voiceovers and music beds
- Commercial copywriter for station advertisers
- Responsible for coordinating and executing all concert & record label promotions
- Drafted station press releases

SALES & MARKETING COORDINATOR ● WBEB-FM RADIO (101.1 FM) ● BALA CYNWYD, PA
1998 – 2000

- Coordinated all non-traditional radio sales promotions
- Drafted proposals for cross-media marketing campaigns, which included radio, print and billboard sponsorships
- Created detailed recaps for all sales promotions
- Acted as the liaison for promotional retailers and partnering media outlets
- Awarded and facilitated all promotional prize fulfillment

PROMOTIONS TEAM LEADER ● WBEB-FM RADIO (101.1 FM) ● BALA CYNWYD, PA
1997 – 1998

- Acted as well-known station mascot, a.k.a. “The Bee”
- Organized and led station grassroots events
- On-site management of station promotions team
- Represented the station as main marketing partner contact at grassroots events
- Assisted in all promotional responsibilities, including scheduling, equipment maintenance, drafting event sheets, prize fulfillment and recap generation
- Created and managed the station Promotional Handbook

EDUCATION

ART INSTITUTE OF PHILADELPHIA ● PHILADELPHIA, PA ● 1996

Specialized Business Degree (Arts, Communications & Film)

CONNECTICUT SCHOOL OF BROADCASTING ● CHERRY HILL, NJ ● 1997

Diploma, Radio and Television Production

SKILLS

Brand Strategy, Creative Direction, Team Management, Leadership, Digital Design, Graphic Design, Marketing, Copywriting, Broadcast Media, Social Media, Emotional Engagement, Presenting and Client Relations