

Jessica Bakane

Resume 3-19-09

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Objective:

- Bring high energy and the latest industry education to a starting position with a record company, in order to gain experience as well as advancement.

Employment History:

Broadcast:

- WASU-FM Boone, NC (ASU- 2007- present)
Air talent
- 107.5 WKZL/ Dick Broadcasting- Greensboro, NC (2008)
Intern- promotions team/ morning show

General:

- Cinemark Brassfield Cinema 10
Projectionist, concessionist (2003-present)
- City of Greensboro Parks and Recreation Division
Park attendant (2004-present)
- Regal Cinemas
Concessionist (2006)

Professional Certifications/ Highlights

- Format air talent- Alternative music- ASU
I have been an air talent for WASU since 2007. Format shows are for talents to learn and structure their on-air performance. The format for our station is alternative but we do take requests for other genre. The music is picked out by the music director of the station and put into rotation by the program director. This gives me the opportunity to concentrate on my on-air delivery.
- Specialty air talent- Hip-hop music/ Reggae- ASU
I have been a specialty format on-air talent for WASU Since 2008 when I started doing current hip-hop and R & B releases for one hour a week. Presently I am doing an old school hip-hop and R & B show playing older hits from the 80's, 90's. I have enjoyed bringing a specialty format to WASU and being able to expand further my knowledge of hip-hop as well as be the creator of this show. Every week I select songs, edit all my own music, decide what material to talk about during the breaks, and put it all together into a show. I have total creative control over this show which is both stressful and fulfilling. Every week I discuss hip-hop news, new CD releases, and interesting facts about the

artists I'm playing during that show. I work closely with a co-host on this show and our interaction adds sizzle to the talk breaks.

My co-host from the hip-hop show does a reggae show for an hour prior to my hip-hop show. For the reggae show, he picks out all the music while I add substance to his show during talk breaks. The co-ordination of these shows has taught me a great deal about teamwork, and when to take a leading role and when to take a supporting role.

You can listen to these shows each Wednesday evening from 7:00-9:00 p.m. over the internet, by going to the website www.wasurocks.com.

- 107.5 KZL/ Rock 92.3/ Dick Broadcasting intern- Greensboro, N.C.-

During the summer of 2008, I was given the opportunity to intern for two privately owned radio stations in Greensboro, N.C. 107.5 KZL is a Top 40 station that is number one in its market. It has a well-known morning show that I participated in as "Jessica the Intern". Its sister station is Rock 92.3 which is a classic rock station with a morning show that is now syndicated across the country. I was also on the morning show on 107.5 which was an amazing experience. My experience at these stations included on air responsibilities, promotions, advertising, remote broadcasts, special events, doing on-air commercials and attending meetings with record representatives. My managers were highly complementary on my energy level and I believe the goodwill which I created was beneficial to the company's bottom line.

- Radio Advertising Bureau Sales Marketing Professional Certification- ASU
- Kellar Radio Farm System Institute graduate- ASU

During the summer of 2008 I graduated from the Kellar Radio Farm System Institute at Appalachian State. Broadcasters from across the country came to give lectures and advice to the next generation of broadcasters. I met with many different radio sales representatives and on-air talents and got invaluable insight into the radio business. It was a great learning experience, but it also showed me how much I really enjoy the record industry and how I would enjoy working at a record company more than being involved in radio. I love both areas of the music business, but I am more passionate about the business and records side if it. I was very fortunate to be involved with this internship as well.

Civic, Professional, and Other Activities:

- Drama Club- Page High School
- Journalist- Pages by Page at Page High School
- Volunteer basketball coach- Lewis Recreation Center
- Intramural basketball, soccer, flag football- ASU

Scholastic:

- Joyner Elementary School- Greensboro, NC (1991-1997)
- Mendenhall Middle School- Greensboro, NC (1997-2000)
- Page High School- Greensboro, NC (2000-2004)
- Guilford Technical Community College- Greensboro, NC (2004-2005)
- Appalachian State University- Boone, NC (2006-present)
(Candidate for B.S. Electronic Media Broadcasting/ Minor in Business)

References:

- Dan Vallie- (Vallie, Richardson, Donovan Consulting)
(828)262-3919
- Larry Barham- (Country Park Manager)
(336)382-0154
- Brent Caldwell- (Cinemark GM)
(276)791-1077

ABOUT ME:

I enjoy all forms of broadcast and entertainment. I am an air talent at 90.5 WASU-FM in Boone, N.C. where I host an alternative format radio show. I also co-host a specialty reggae show; but, I spend most of my time hosting a specialty old-school hip-hop show. In addition to being a radio show host, I am also a rapper, a song writer, and play various musical instruments. I am reliable and have great learning skills. I am very personable and friendly. My references will tell you that I am a passionate and high energy professional. But most of all I believe that hard work can overcome any obstacle. There is nothing I want to do more than work in the record industry, specifically Atlantic Records. I love music and all forms of entertainment, they're my passion.