

BLAIR PEYTON

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Professional Experience

SIRIUS XM SATELLITE RADIO – New York, NY

Oct 2016 – Present

Producer, Specialty Talk Programming

- Assists with programming on Insight Channel 121 including loading shows into RCS NexGen/Prophet and RCS Zetta; coordinates weekend programs; as well as creating “audiograms” with Headliner, Adobe Spark and Photoshop for social media
- In studio workflow includes screening calls using Telos Phone System and VX Software in addition to operating studio boards
- Creates rundowns, books guests and schedules studio for shows
- Editing programs in Adobe Audition and loading audio elements into Prophet

I NEED HELP PRODUCTIONS – New York, NY

Jan 2013 – Present

Head of Development

- Social Media Specialist - perform competitive research, bench-marking, messaging, and audience identification for social media platforms
- Producer - build, optimize, merge, and monitor websites using Photoshop and WordPress
- A/V Editor - digital video production using Adobe Premiere and SONY Vegas for various clients
- Creates a variety of original internet programming including writing, editing, marketing, and distribution

WFJX 910 AM – Roanoke, VA

Nov 2008 – Sept 2016

Operations Manager

- Led format change from Christian to News/Talk programming
- Managed affiliate relations, scheduled satellite programs, and created traffic schedule using Natural Log
- Commercial production and station imaging using SONY Sound Forge, designed station logo using Adobe Photoshop, developed & maintained website using WordPress, launched digital engagement strategies, and produced marketing and sales collateral
- Hosted weekend entertainment program, voice-over for commercials and local weather forecasts

MEL WHEELER, INC. – Roanoke, VA

Aug 2003 – Oct 2008

Air Talent / Producer

- Produced morning news program and established programming format for afternoon sports show on WFIR
- Imaging and commercial production using Adobe Audition and ENCO DAD32 for WFIR
- Contributed as a comedic performer for K92's *Mornin' Thang with Danny and Zack*
- WXLK on-air personality, firing elements using Scott Studios SS32

Training and Education

The Second City – Chicago, IL

Upright Citizens Brigade – New York, NY

Virginia Western Community College – Associate of Arts (AA) in Radio/TV Production