

Blair Peyton

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Producer • Social Media Specialist • Talent • Writer

More than 10 years of experience producing digital content for radio stations, as well as small business owners. Extremely immersed in pop culture, entertainment and lifestyle. Proficient with digital editing, radio automation software and various social media platforms. Witty, original, affable and creative; adept at working with Talent, Promotions, and Programming staff. Background includes:

- Facebook
- Twitter
- Instagram
- Tumblr
- Copy Editing
- Content Management
- Graphic Design
- Snapchat
- Digital Distribution
- Responsive Websites
- Content Tracking
- Analytics Reporting

“His creativity and ability to produce top of the line effects, spots, and marketing material is outstanding. I would HIGHLY recommend Blair to anybody in the radio/TV business that needs a creative, hard working person.” – Justin Ditmore, Talk Show Host, WFIR Radio

Professional Experience

SIRIUS XM SATELLITE RADIO – New York, NY

Oct 2016 – Present

Sirius XM Holdings Inc. is the largest radio company measured by revenue and has more than 30 million subscribers.

Producer, Specialty Talk Programming

- Conceptualize, develop, and produce short form programs, and/or segments of larger programs for Insight channel 121, adhering to the channel's creative vision.
- Work independently on standard programs, and assist with larger, complex, and high-profile programs, such as Stand Up with Pete Dominick, Dean Obeidallah Show, Tell Me Everything with John Fugelsang, and WNYC programming.
- Operate audio boards and edit show material.
- Social media promotion for Insight programming.

BLAIR PEYTON PRODUCTIONS – New York, NY

Jan 2013 – Present

BP Productions assists small businesses with social media, web design, radio and TV commercials, and brand management.

Social Media Specialist / AV Editor / Producer / Talent / Writer

- Perform competitive research, bench-marking, messaging, and audience identification before developing social media strategy. Train clients to moderate own their sites.
- Build, optimize, merge, and monitor websites and social media platforms (Twitter, Facebook, and Instagram) for companies.
- Digital video production for renowned companies including Citrix Systems, BD Technologies, Red Hat Inc.
- Produced original programming such as The Blair and Christie Show, Tuned Out, BP & Ami, Political Dummies, handling all writing, editing, marketing, and distribution, as well as social media engagement.

WFJX 910 AM – Roanoke, VA

Nov 2008 – Sept 2016

FOX Radio 910 is a News/Talk station that ranks #2 in Virginia for streaming on TuneIn.com.

Operations Manager

- Guided the station through a format change from Christian to News/Talk programming, securing popular personalities Laura Ingraham, Clark Howard, and Neal Boortz, as well as FOX News programming from a rival station.
- Managed all on-air content, including program selection, affiliate relations, satellite program scheduling, production, traffic, local programming, and imaging.
- Designed station logo; developed & maintained website; facilitated interaction via Facebook and Twitter accounts; and produced marketing and sales collateral.

MEL WHEELER, INC. – Roanoke, VA

Aug 2003 – Oct 2008

Mel Wheeler owned 5 highly rated radio stations in Southwest Virginia (at the time) and has acquired a 6th station since.

Air Talent / Sports Producer

- Played a key role in creating and establishing the format of the Morning News show, and Greg Roberts Live, adding humorous content to the station's sports programming.
- Handled imaging production for WFIR and produced client commercials.
- Contributed as a comedic performer for K92's *Mornin' Thang with Danny and Zack*.
- Worked as an on-air personality on WXLK 92.3 FM.
- Originally hired into K92 Promotions street team and was promoted several times.

Awards & Recognition

Featured in an article by **MTVnews.com** for *Best Music Video Parody*, which helped secure a contract job to produce a movie parody sample for the 2007 MTV Movie Awards

"Best Free Laughs" for *Tuned Out* – Roanoker Magazine • 2013, 2014 & 2015

"Best Kept Secret in Town" – Roanoker Magazine • 2011 & 2012

"Top 10 "Cybersmack" Finalist" – Eonline.com and The Soup

"Most Humorous Roanoker" – City Magazine • 2010

Training and Development

The Second City – Chicago, IL • Summer 2010/Winter 2015

Upright Citizens Brigade – New York, NY • Fall 2016 +

Community Involvement

Showtimers Community Theatre • 2013 – 2016

Emceed Studio Roanoke Rocks for Kendall Bayne Benefit • 2011

No Shame Theatre • 2009 – 2012

Technical Skills

SONY Sound Forge • Adobe Audition • Adobe Premiere • SONY Vegas • Smarts • ENCO DAD32 • Scott Studios SS32 • Simian BS132 • Natural Log 8 Traffic System • WordPress • Photoshop • RCS NexGen

Education

VIRGINIA WESTERN COMMUNITY COLLEGE – Roanoke, VA

Associate of Arts (AA) in Radio/TV Production • 2003