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# William Gallagher

2107 Saint Heather Lane  
Gambrills, MD 21054

(202) 302-2575  
billyzero@djboy.com

## Professional Profile

- Eighteen Years Management, Development and Marketing Experience
- Thirteen Years Radio Broadcasting Experience including Event Management, Sales Development, Contract Management, Programming Management, Office Management, Podcast Production, Creative Direction and Engineering
- Ten Years Digital Media, Graphic Design and Web Development Experience
- President, DC Chapter, The National Academy of Recording Arts & Sciences, Grammy's

## Professional Experience

### **WTMD, 89.7 FM**

#### ***Program Director (for HD-1 and HD-2 channels)***

**12/08 - 10/09**

- Created and managed station programming, specials and features
- Modernized fundraising and membership drives by executing social media strategy across MySpace, Facebook, Twitter, artist websites, station email database, and street team activation
- Initiated comprehensive social media outreach via on-air programming that doubled the station's email list, tripled the online listening audience, increased blog readership five times, and increased Twitter followers ten-fold within six months
- Managed all programming and operations staff, and create incentive programs for volunteers and members

### **XM Satellite Radio, Washington, DC**

#### ***Program Director (across several channels)***

**08/00 - 11/08**

**10/02 - 11/08**

#### ***Music Director***

**04/01 - 10/02**

- Created and managed station events, operations, budgets, marketing, sales, promotions and web site
- Created strategic marketing and promotions for numerous channels
- Partnered with Marketing Department to create and execute social media strategies including MySpace, YouTube, Listener Generated referral contesting, and XM Radio Podcasts in iTunes

#### ***Director, Ad Sales Development***

**08/00 - 10/01**

- Created and executed multi-year, fully integrated sponsorship and promotional partnerships for all clients and advertisers including Guitar Center and McDonald's
- Worked with regional and national account executives to create cross-channel marketing platforms and sponsorship opportunities for advertisers.
- Created work flows, sales packages and program concepts for the new ad sales department.

### **Advertising.com, Baltimore, Maryland**

#### ***Product Development, Project Manager***

**02/00 - 06/00**

- Developed new products and managed creative development through direct marketing
- Worked directly with the founder of the company on all new projects and programs
- Planned strategy and execution of development for all new products

### **Infinity Broadcasting/WHFS-FM, Landover/Lanham, Maryland**

#### ***Sales Promotions Coordinator***

**05/95 - 02/00**

**12/96 - 02/00**

- Worked in tandem with account executives and programming management to create fully integrated on-air, online, and on-site sales promotions and events for national, regional and local clients.
- Managed a team of Promotions Assistants and interns
- Managed event-based promotions and appearances for clients such as Anheuser-Busch, Coca-Cola, Miller Brewing Company, Nantucket Nectars and Starbucks Coffee Company.

#### ***Webmaster***

**04/97 - 02/00**

- Designed and maintained station website including front and back end.
- Created a loyal listener e-mail database and instituted direct response promotions that grew the distribution list to more than 80,000 unique addresses in the first year.

#### ***Assistant Engineer***

**05/95 - 02/00**

- Assisted in all studio operations and maintenance including design and installation of new studios.
- Coordinated live remotes and engineered all live recordings for national recording artists such as Good Charlotte and Oasis

#### ***On-Air Announcer***

**05/95 - 02/00**

- Hosted a weekly show and provided voice-overs for station imaging and commercial production.

### **Dj Boy, LLC, Washington, DC**

**06/99 - Present**

*d/b/a djboy.com*

#### ***President and Founder***

- Creator and founder djboy.com, Online store and Artist Management

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## **Education**

*Towson State University, Towson, Maryland*  
*B.A. in Mass Communications*

## **Professional Memberships & Affiliations**

*President, Washington, DC Chapter of the National Academy of Recording Arts & Sciences*

## **Computer Knowledge**

**Standard:** Proficient using PC and MAC operating systems and software.

**Design:** Proficient using all Adobe, Macromedia and Microsoft products.

**Audio:** Proficient using Logic, Vegas, Acid, Cool Edit Pro, Dalet, Powergold, Pro Tools, Qbase and Reason

**Web:** Proficient in all aspects of web development including back end, front end and content delivery

## **Additional Skills & Abilities**

Music Supervision, Artist Relations, Project Management and Event Management  
Sales & Development  
Creative writing