

WILLIAM R. GALLAGHER

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SUMMARY OF QUALIFICATIONS

Creative Professional with 15 years of event/program management experience. Strengths include event production, vendor negotiation, sponsor/partner integrations, and creative problem solving.

EXPERIENCE

WTMD 89.7 FM, Towson, MD **12/2008 – 10/2009**
Program Director

Oversaw the on-air product for WTMD and its HD Channels.

- Increased attendance at station's First Thursdays concert series by 10% over prior year due to improved promotion, production, and programming.
- Developed innovative programs and events that increased radio station membership 56%.
- 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.

XM Satellite Radio, Washington, DC **4/2001 – 11/2008**
Music Director/Program Director

Directed the on-air product and promotional partnerships for various channels (Big Tracks, Fred, XM Unsigned, and XMU). Promoted from Music Director to Program Director after six months in department.

- Executive Producer of music festival concert broadcasts including Bonnaroo, Live Earth, Lollapalooza, and South by Southwest.
- One of three corporate representatives responsible for showcasing XM's facilities and services to celebrities and corporate officers of partners such as Boeing, GM, Honda, NPR, and charitable organizations.
- Organized and hosted consumer marketing events in association with NASCAR, car manufacturers, and auto shows.

XM Satellite Radio, Washington, DC **8/2000 – 10/2001**
Director, Ad Sales Development

Integrated advertiser/sponsor needs with the culture and personality of XM Satellite Radio Channels to maximize company revenues.

- Secured non-traditional corporate sponsor providing XM with \$250,000 in revenue and marketing exposure in a national retailer.

Continued

Infinity Broadcasting/WHFS-FM, Lanham, MD 5/1995 – 2/2000

Sales Promotion Coordinator

Worked with sales and programming teams to create fully integrated on-air, online, and on-site sales promotions/events for clients; Hired as assistant engineer and part time on-air personality, then transitioned responsibilities to include promotions and website management after 18 months.

- Member of team that grew the HFStival from 20,000 to 90,000 attendees over three years.
- 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.
- Logistical lead for multiple events in non-traditional sites, including Chumbawamba (Rooftop Concert in Downtown DC), Good Charlotte (Nordstrom), HFS-Hole in One (TPC Potomac at Avenel Farm), and HFSkimo Snow Job (Ski Liberty).

EDUCATION

Towson State University	Towson, MD
B.A., Mass Communications	

PROFESSIONAL AFFILIATIONS & MEMBERSHIPS

Trustee, Washington, DC Chapter of the National Academy of Recording Arts & Sciences.

COMPUTER SKILLS

Standard: Proficient using MAC and PC 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 and social media.