

Tom Whittaker

248-506-8858 - TomWhittaker21@gmail.com - Lincoln Park, MI

Experience

Director of Operations - Connect Macomb

April 2021 - February 2025

- Oversaw and coordinated all marketing. Wrote press releases and posted on all social channels. Designed and created marketing materials to share with press in all marketing channels.
- Planned and executed all details of Connect Macomb events. Coordinated with vendors, venues, and city officials. Advertised and promoted events through local press and our social media outlets.
- Oversaw Special Liquor License requests and sales including Sterlingfest, which generates over \$100,000 in revenue annually.
- Maintained connectmacomb.com via Wordpress and CC-Assist, our CRM software. Ensured current and accurate information, added events, promotions, news, and member features to keep website fresh. Pushed updates to continually improve the user experience.
- Wrote the weekly 'Chamber Connection Newsletter' featuring a 50% open rate and 30% click through.
- Led and designed 'Nightmare on Auburn' Street Fair in Downtown Utica which hosts 4,000+ annual attendees.
- Co-Led rebranding efforts in 2023, changing from the Sterling Heights Regional Chamber to Connect Macomb.

Entercom Detroit - Brand Partnership Manager

January 2020 - July 2020

(Live Events & Experiences - 97.1 WXYT, WWJ 950, WDZH 98.7, WOMC 104.3, WYCD 99.5)

- Managed major station events from budget to execution. (Ex: 97.1 The Ticket's Opening Day Block Party, WYCD's Hoedown, WOMC Woodward Dream Cruise parties and coverage)
- Assisted in management and coordination of the sponsorship process including idea generation, program development, sponsor implementation and fulfillment.
- Managed custom sponsor programs, large sponsorship activation, execution and deliverables.

Entercom Detroit - Promotions Director

February 2018- January 2020

(WDZH 98.7)

- Developed promotional campaigns that strengthened the station brand and achieved client goals.
- Managed calendar for giveaways, events, and station initiatives. Oversaw contesting. Wrote and posted official contest rules, managed and distributed prizes, compiled data.
- Secured all permits, licensing, vendors, locations, and other crucial details for events.
- Hired, trained, and lead a team of 30 including: Event Managers, Engineers, & Street Team.
- Managed station website and social media accounts.
- Implemented station format change and led rebranding efforts from AMP radio to The Breeze.

Entercom Detroit - Promotions / Events Manager

July 2014 - February 2018

(WDZH 98.7, WOMC 104.3, WYCD 99.5)

- Planned and executed station events: broadcasts, concerts, festivals, & charity events.
- Hired, trained & supervised a team of Promotions Coordinators & Broadcast Engineers.
- Designed, managed, and organized all station equipment & promotional inventory.
- Fulfilled hospitality and technical riders for visiting national artists.

Education

Bachelor of Applied Arts Central Michigan University

May 2013

Major: Broadcast & Cinematic Arts Minor: Marketing

Skills

Microsoft Office, Salesforce, PromoSuite, Wordpress, SEO, ProTools, Audio Engineering, SL100 Certified Stage Operator, Social Media, Exceptional Communication Skills, Detail Oriented, Highly Organized.
