

# Eric Chase

*'Be the best for the world, not the best in world'*

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## PROFESSIONAL SUMMARY

Proven inspiring leader and creative professional with 20 years of broadcasting experience and success in the continuously transforming environment of modern media. Expertise goes well beyond broadcasting daily to 1000s and engaging + hosting at live community events, but to managing and developing dynamic, compelling local promotions while still implementing larger company initiatives, as well as successfully creating a singular personal, and brand voice across multiple social media platforms, all while using available resources to inspire, coach and guide a staff.

## EXPERIENCE.SKILLS.QUALIFICATIONS

**CURRENT** On Air Host + Podcaster *Cumulus Media Toledo*: [The Morning After w/Eric Chase](#)

11/06 to 6/17 Program Director + On Air Host

*iHeartMedia* – Allentown, PA Detroit, MI, Toledo, OH

- Consistent **success in ratings and digital metrics** due to use of analytics and data to strategize and create winning best practices
- **Collaborative efforts** with marketing and sales peers to strengthen current streams of revenue and develop new ideas for **revenue growth** month to month and year over year while effectively meeting deadlines
- Managing and leading a staff to create daily original, **compelling and creative content** for on air, digital and social components
- **Regularly communicating and coaching a staff** to keep them focused on established goals and expectations
- Exceptional interpersonal and problem solving prowess for various departments as well as **tending to clients** and their urgent needs
- **Curating social platforms** to maintain maximum reach and traffic

2/98 – 9/06 various media entities ABC/Disney, Cox, Citadel, Cumulus

## PERSONAL

Honorary chair for 2017 National Alliance on Mental Illness walk

Hope And Recovery Pets (HARP) Program board member

Volunteer for Lucas County Canine Care + Control, and community crowdfunding dinner Toledo SOUP

[TEDx Speaker](#) 'Stigma, What Stigma' talk on mental health awareness, personal journey and erasure of stigma

Host and media ambassador for AFSP's Out Of The Darkness suicide prevention event

Allied w ProMedica Hospital during initiative to generate interest in Unmasking Mental Health 2 gala; Toledo Zoo, Credit Adjustments, Owens Corning

Active member of Lucas Co. Suicide Prevention Coalition

*References (More available upon request)*

[Kellie Holeman](#) Market President iHeartMedia Toledo

[Christopher Pawson](#) LPCC, Owens Corning Mgr. EAP

[Maria Schmalzried](#) Exec. Director Promedica Foundation

[Sara Hegarty](#) Exec. Director American Heart Assoc. Toledo

[Michael McCoy](#) Sr. VP Programming iHeartMedia Columbus

[Robin Isenberg](#) Exec. Director NAMI Toledo

[Tommy Nappi](#) – Sr. VP Promotion Atlantic/Roadrunner Records

[Nick Roddy](#) – Director Lions Radio Network WJR