

# Nancy Barrow

Farmington, CT 06032

[nancybarrowradio@gmail.com](mailto:nancybarrowradio@gmail.com)

860-250-4483

Award-winning radio personality and communications professional with extensive background in producing, news directing, writing and social media for diverse audiences. Experienced managing teams and complex projects. Savvy content creator with success increasing engagement, and driving sales. Experience includes creative and analytical writing. Adaptable problem solver and critical thinker. Confident public speaker and communicator at ease interviewing government officials, community leaders, medical experts, business leaders, entertainers and other public figures. Creator and leader of multiple initiatives, including fundraising drives for various nonprofits and branded segments, such as “Nancy’s Namaste” and “Beat of CT.”

## WORK EXPERIENCE

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### Podcast Host

*Masters of the Mic* podcast—Farmington, CT  
Produced February 2021

Creating, researching, producing and hosting new weekly podcast about broadcasting, featuring interviews with fellow broadcasters who share entertaining stories about their experiences in radio and television. Launching on platforms in April 2021.

### Voice Tracking and Air Talent

WJMJ —Prospect, CT  
August 2020 to Present

KEY103 —Frederick MD  
February 2021 to Present

Recorded (voice tracking) and on-air personality, researching, creating and delivering content for target audience of 25- to 54-year-olds.

### Morning Show Host, News Director

CBS Radio/Entercom Radio—Hartford, CT  
October 1998 to April 2020

Managed and co-hosted a top-rated, diverse, 4-person morning show on WZMX 93.7, a hip-hop/R&B station.

- Senior producer, running board, editing on Adobe Audition, content creator, news writer.

- Served as show's news director, writing segments and identifying and sharing relevant news stories for listeners.
- Researched wrote script, and led weekly podcast focused on community issues.
- Posted daily content on station website and social media including live on several platforms to develop deeper content to audience.
- Managed FCC files, designed and wrote a quarterly report and posted to FCC website.
- Branded for station's special promotions, and regularly served as spokesperson and copywriter for endorsements of Fortune 500 companies, including T-Mobile, Netflix, Chevrolet, AT&T and Animal Planet.
- Earlier position included morning show host on prior show format on 93.7: The Point (Sebastian in the Morning)

### **Fundraising Coordinator**

January 2005 to February 2021

Led fundraising initiatives for various social and health causes, including:

- Created a 501(c)(3)—“Strength in Numbers”—to benefit New Orleans Area Habitat for Humanity. Held radio fundraiser to facilitate getting skilled construction crew from Connecticut to New Orleans to help build homes after Hurricane Katrina. Blogged these experiences.
- Conducted on-air fundraising for the Leukemia and Lymphoma Society in Buffalo, NY, and Hartford, CT. Also raised funds for research and development of a cure by running a marathon in San Diego, CA, and bicycling a century ride in Lake Tahoe, NV.

### **News Director**

CBS Radio—Buffalo NY

Organized and wrote daily newscasts, produced public affairs program, and conducted morning show prep. working with high-profile air personality Joe Chille at WJYE. Created sales and revenue with increased ratings that improved to #1 for targeted audience of 25- to 54-year-olds.

## **AWARDS**

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- 2020 Legend Award for activism in Connecticut's Commission of Human Rights and Opportunities
- Community Award from Urban League of Hartford
- Citation for work with Latinos Contra SIDA (Latinos Against AIDS)

## **EDUCATION**

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Bachelor of Arts in English  
Hartwick College—Oneonta, NY

## **SKILLS**

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- Morning Team Manager | Board Operator | Producer/Voice Commercials | Endorsements | Morning Show Producer | Advertising Copywriter | Editor of News and Entertainment Content | Podcast Producer | Social Media Marketer | Celebrity Interviewer | Host for events] TV-Host
- Proficient with Adobe Audition (editing), WordPress, Twitter, Instagram and Facebook, Tik Tok

## **LINKS**

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<http://nancybarrowradio.com>

<https://www.instagram.com/radiochick1/?hl=en>

<https://www.linkedin.com/in/nancy-barrow-14a5829b/>