

# Crista Leigh Wunsch

Albany, NY  
518-694-2218

**SUMMARY** Specialties include: - Crisis Communications - Journalism - Social Media Marketing - Music Industry Consulting (radio, touring, venues) - Broadcasting

Driven professional who has been recognized for rocketing up the corporate ladder- from intern to executive- before the age of 25.

Articles on Crista:

Albany Business Review - June 6, 2011 <http://www.bizjournals.com/albany/print-edition/2011/06/03/in-the-spotlight-crista-leigh-collins.html>

All Access - August 3, 2012 <http://www.allaccess.com/net-news/archive/story/108840/crista-leigh-joins-pamal-s-albany-broadcasting-co>

Albany Business Review - September 21, 2012 <http://www.bizjournals.com/albany/print-edition/2012/09/21/in-the-spotlight-crista-leigh.html>

Specialties: social media, adobe photoshop, american sign language, budgeting, concise, cool edit, credit, customer relations, delivery, dreamweaver, event management, html, imaging, languages, macintosh, management, marketing, media relations, microsoft excel, microsoft office, microsoft outlook, microsoft powerpoint, microsoft word, organizational skills, personnel, press releases, promotional materials, public relations, radio, sales, spanish, web site production, xhtml,

## SKILLS

- Microsoft Office ( Expert , 15 years experience )
- Adobe Audition ( Expert , 5 years experience )
- Final Cut Pro ( Advanced , 3 years experience )
- Audio Vault ( Expert , 1 year experience )
- ENCO ( Expert , 2 years experience )
- Digital Photography ( Advanced , 8 years experience )
- Prezi ( Advanced , 1 year experience )
- Mac OS X ( Expert , 3 years experience )
- Sony Vegas ( Advanced , 3 years experience )
- Dreamweaver ( Advanced , 5 years experience )
- NexGen ( Expert , 4 years experience )
- Photoshop ( Advanced , 4 years experience )
- Social Media Marketing ( Expert , 6 years experience )
- AudioVault
- OS X

## EXPERIENCE

### Albany Broadcasting Company

08 / 2012 - Present

News & Traffic Director

Rebuilt and rebranded a broadcast news powerhouse that focuses on live, local content.

WROW - Magic 590 AM WYJB - B 95.5 WFLY - Fly 92.3 WAJZ - Jamz 96.3 WKLI - Rock 100.9 WZMR - 104.9 The Cat

Also serving our Glens Falls cluster.. WFFG - Froggy 107.1 FM WKBE - 100.3 The Point WNYQ - Classic Hits Q101.7 WENU-WMML - Fox Sports Radio 1230 AM

My responsibilities include... - Anchoring the Noon, 3:00pm, 4:00pm, 5:00pm, and 6:00pm news on WROW. - Noon traffic report on B 95.5 (WYJB) - Noon traffic report on WROW - News updates on Rock 100.9 (WKLI) - Morning news on Fly 92.3 (WFLY) - Writing news stories for station websites. Stories are also used as scripts for morning and afternoon drive hosts. - Reporting news on several stations, both live and recorded. - Overseeing all news & traffic associates within the market. - Commenting on news, traffic and other matters of interest to the audience. - Monitoring the wire service for recent stories and events. -

Assigning news & traffic stories to appropriate associates. - Identifying the important news & traffic issues within the listener's community. - Promoting radio shows by making public

appearances and participating in station promotional events. - Documenting actions by completing forms, report, logs, and records of show content. - Abiding by all FCC rules at all times. - Enhancing the show and radio station reputation by accepting ownership for accomplishing new and different requests. - Exploring ways to enhance the show and the station.

**Mildred Elley**

06 / 2012 - Present

Senior Instructor

Courses Taught Include:

Oral Communications (ENG 103)

See what my students have to say on my Rate My Professors profile:

<http://www.ratemyprofessors.com>ShowRatings.jsp?tid=1739352>

**ITT Technical Institute**

05 / 2011 - Present

Adjunct Instructor

Courses Taught Include:

English Composition I English Composition II Group Dynamics Professional Procedures & Portfolio Preparation Strategies for the Technical Professional

See what my students have to say on my Rate My Professor profile:

<http://www.ratemyprofessors.com>ShowRatings.jsp?tid=1692953>

**Freelance**

01 / 2006 - Present

Journalist

- Times Union Local Music Blog
- Albany 2 Cents
- Knick Ledger
- Metal Insider
- Various Others

**Capital Broadcasting Inc. - WGDJ Talk 1300 AM**

07 / 2011 - 08 / 2012

News Reporter & Producer

- On-the-Street Reporter
- On-Air News Reporter
- Social Media
- Production of NAPA Car Care Hour, Sandy Family's Investment Show and Girvin & Ferlazzo Law Show
- Programs: NexGen, Adobe Audition 3, GoldWave

Notable Coverage: \* Hurricane Irene (2011) \* Occupy Albany Eviction (2011)

**Independent Bankers Association of New York State**

05 / 2011 - 07 / 2011

Director of Communications, Development, and Marketing

Handling all aspects of communications, public relations, marketing, and development for a fantastic association.

**The New School of Radio and Television**

09 / 2010 - 03 / 2011

Director of Public Relations, Internship Coordinator, Radio Arts Instructor

- Handling all Public Relations

- Social Media marketing
- Coordinating internships for students in all departments
- Radio Arts Instructor (morning and afternoon)

**Alzheimer's Association**

06 / 2010 - 09 / 2010

Communications Intern

- Created and implemented social media campaign aimed at increasing membership and support
- Created promotional materials for the annual Memory Walk
- Wrote feature articles for local publications

**St. Anne Institute**

06 / 2005 - 08 / 2010

Teaching Assistant

Teaching Assistant on Victoria Hall

**Regent Communications**

04 / 2008 - 05 / 2010

"The Rock Goddess" - On-Air Personality

Hosted Rock News with the Rock Goddess every morning during Free Beer & Hot Wings morning show. Weekend air shift.

**Albany River Rats**

11 / 2008 - 02 / 2009

Publicity & Broadcast Intern

**Northern Lights**

05 / 2007 - 08 / 2008

Promotions & Booking Manager

In a position second only to the President of the company, the Promotions Manager is responsible for all media relations and acts as a liaison to outside organizations Accountable for organizing special events, creating and maintaining a positive public image of the company and, developing and managing marketing schemes while being mindful of budgets.

- Wrote creative, exciting press releases for media and all copy for radio spots. - Maintained all company websites, internet media, listservs and widgets. - Developed new and existing relationships with clients, sales representatives and media personnel. Created an annual club event to show appreciation of patronage. - Executed marketing campaigns for sell-out concerts including, which aided in bringing company out of previously existing bankruptcy. - Coordinated all nightly performances, managed all staff and delegated weekly assignments to a promotions street team of 40+ people.

**WCDB**

08 / 2005 - 08 / 2008

Events Director & On-Air Personality

- Hosted a well-known morning show, highlighting the best in local talent from all genres. Provided guest commentary and play-by-play for sports and talk programs.
- Wrote, voiced and produced a host of PSAs for local and national agencies, including the American Red Cross, D.A.R.E., M.A.D.D. and the University at Albany.
- Booked and coordinated dozens of on- and off-campus performances, ranging from 100 – 10,000 patrons.

**WEQX**

05 / 2006 - 10 / 2007

On-Air Personality

Host of "Download" - New Music Specialty Show

- Hosted award-winning weekly new music program showcasing the best in upcoming, established and underground artists.
- Participated in city- and county- wide music festivals and concerts.
- Hosted, MC'd and warmed crowds for numerous live events.

**Equal Vision Records**

05 / 2007 - 08 / 2007

Promotions &amp; Marketing Intern

- Wrote press releases, teasers, album pitches and one-sheets on a daily basis, submitting to media outlets and distributors for review.
- Participated in the Circa Survive On Letting Go radio marketing campaign and the Chiodos Bone Palace Ballet marketing campaign.
- Built new relationships with radio personalities, club owners, promoters and record distributors.
- Performed clerical duties, including spreadsheets, data entry, filing, cataloging and corresponding.

**EDUCATION****The College of Saint Rose**

2009 - 2012

Master of Arts , Communications

The Chronicle (newspaper)

**State University of New York at Albany**

2005 - 2008

BA , Journalism

Alpha Xi Delta - Public Relations Vice President, WCDB-fm

**Hudson Valley Community College**

2003 - 2005

AA , Liberal Arts - English

Peer Tutoring

**Daemen College**

2002 - 2003

Transferred , Psychology

Psi Xi Omicron

**Guilderland Central High School**

2000 - 2002

Regents Diploma , Regents

Guilderland Players

**ASSOCIATIONS**

Alpha Xi Delta, Capital Alliance of Young Professionals, Public Relations Society of America, Radio Television Digital News Association, Social Media Club Tech Valley, Womens' Press Club of New York State

**LANGUAGES**

- English ( Native or bilingual proficiency )
- American Sign Language ( Full professional )

proficiency )

- **Spanish** ( Limited working proficiency )
- **Russian** ( Elementary proficiency )