

JOHN MOZES

WRITER MARKETER BROADCASTER COMMUNICATOR

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EXPERIENCE

September 2008 - Present

Lawrenceville, NJ

GENERAL MANAGER

107.7 THE BRONC WRRG-FM

- Create successful marketing, communications, promotional, social media, and e-mail campaigns to build the 107.7 The Bronc brand.
- Implement and manage effective strategic plan to strengthen and grow The Bronc brand within the Rider University community as well as throughout Mercer, eastern Bucks and northwestern Burlington counties to positively impact our target audience to increase listenership and general funding.
- Supervised the creation of www.1077TheBronc.com and continue to develop the station website as part of The Bronc's internal and external communication and marketing strategies.
- Manage the station website in conjunction with other new media technology to effectively brand a traditional mass medium with today's emerging technologies including both Android and iPhone applications.
- Continue to develop strong professional and symbiotic partnerships with many of the Delaware Valley's most influential print, broadcast and online media outlets.
- Increased revenue and attained all sales goals for three consecutive fiscal years. Corporate supporters of 107.7 The Bronc include Aramark, Chick-Fil-A, Chili's Grill and Bar and Sam's Club nationally; ABCO Federal Credit Union, Community Blood Council of NJ and New Jersey National Guard regionally; Lawrence Toyota, Mrs. G's TV and Appliances and Terhune Orchards locally.
- Directed the reconstruction of The Bronc, turning the station's studios into a state-of-the-art learning environment and first-class broadcast facility.

March 2004 - December 2006

Philadelphia, PA

PROGRAM DIRECTOR, ASSISTANT PROGRAM DIRECTOR, AND
SPORTSCASTER

ESPN 920 WPHY-AM

- Created a successful strategic communication plan to develop, market and brand a start-up sports talk radio station, ESPN 920, as a successful and viable broadcast alternative to 610 WIP-AM in the Philadelphia metropolitan area.
- Annually increased WPHY-AM's Arbitron ratings through the development and implementation of progressive programming, innovative marketing techniques and unique station promotions.
- Formulated strong, professional media relationships and developed unprecedented joint business ventures with many of Philadelphia's top newspaper organizations, cable and broadcast TV outlets including, but not limited to, the Philadelphia Inquirer and Philadelphia Daily News, Calkins Media, Comcast SportsNet, and 6ABC.
- Expanded media relationships and advanced business partnerships with each of Philadelphia's four major professional sports teams and six Division I collegiate athletic programs as well as several professional minor league teams and their respective organizations.
- Developed, created and maintained ESPN 920's first and only website, www.920espn.com.
- Collaborated with and promoted several, high profile Philadelphia athletes including the Philadelphia Phillies Jimmy Rollins, the Philadelphia 76ers Andre Iguodala and Michael Lewis of the Philadelphia Eagles.
- Hosted local sports talk program, "Philly Sports Live," weekdays 4:00 'til 7:00 p.m.

REFERENCES

BARRY JANES

PROFESSOR

RIDER UNIVERSITY

609-306-7037

DAVE HOFFEL

EAST COAST REPRESENTATIVE

ALL ACCESS MUSIC GROUP

609-818-1480

DAN HENRICKSON

GENERAL MANAGER

WMGQ-FM/WCTC-AM

732.249.2600

EDUCATION

TEMPLE UNIVERSITY

B.A. IN COMMUNICATIONS

MAGNA CUM LAUDE

1987

ORGANIZATIONS

BOARD OF DIRECTORS

A.I.R. – Attitudes In Reverse

2012 - Present

BOARD OF DIRECTORS

NJ Broadcaster's Association

2009 - Present

CONVENTION COMMITTEE

NJ Broadcaster's Association

2001 - Present

SKILLS

ALL MICROSOFT OFFICE PROGRAMS,
ADOBE AUDITION, AUDIO VAULT,
EAS SYSTEM, FINAL CUT, FINAL CUT
PRO, GARAGE BAND, PODCASTING,
PRO TOOLS, SCOTT STUDIOS, SIMIAN,
WAVE CART

September 1992 - March 2004

Princeton, NJ

CREATIVE DIRECTOR

NASSAU BROADCASTING COMPANY

- Oversaw expansion of creative department for medium-size broadcast company.
- Supervised creative departments for each radio station located in Nassau Broadcasting Company's central cluster.
- Created, wrote and produced national, regional and local award winning commercials, promos and web material.
- Organized and managed several new traffic/continuity systems.
- Directed successful revenue generating marketing events.

ADDITIONAL EXPERIENCE

- Adjunct Professor, Dept. of Communications and Journalism, Rider University
- Freelance Writer, The Goffman Group
- Freelance Writer, Compact Disc World
- Freelance Writer, Furman Roth Advertising
- Emcee, Philadelphia Soul
- Emcee, Trenton Thunder
- Emcee, Trenton Titans/Devils

AWARDS

NJ BROADCASTERS ASSOCIATION

Best Radio Commercial
2006, 2004, 2001, 1999, 1997, 1994

**NATIONAL ASSOCIATION OF
RECORDING MERCHANTISERS**

Best Local Radio
1998, 1996

JASPER AWARDS

Silver Award
1998, 1996

RADIO & PRODUCTION AWARDS

Second Place, Small Market
1997