

# COLLEEN McCANN BUZZA

4385 Cordova Drive • New Albany, Ohio 43054 • (614) 855-0834

- *A highly professional Marketing and Public Relations Executive with a wealth of knowledge and experience in the Television, Radio and Internet mediums.*
- *A tenacious decision maker and problem solver, who proficiently develops, directs and interacts among a diverse range of departments, processes and systems.*
- *Excellent communication and interpersonal skills serve as the foundation to meet challenges and effectively network, negotiate, and maintain positive partnerships with executive staff, clients, vendors, business associates and support personnel.*

## **AREAS OF STRENGTH**

MARKETING AND PUBLIC RELATIONS, PROMOTION • TELEVISION, RADIO AND INTERNET  
ADVERTISING • STRATEGIC PLANNING • SYSTEM AND PROCESS DEVELOPMENT •  
BUDGETING/FORECASTING

## **PROFESSIONAL EXPERIENCE**

WBNS-10TV, THE OHIO NEWS NETWORK, 10TV.COM, OHIO NEWSNOW.COM- Columbus, Ohio  
2006 – present

A legacy CBS Affiliated Television Station, Cable News Network and Web Sites in the 32nd market in the United States.

### **DIRECTOR OF DIGITAL MEDIA**

Serve as Director of Digital Media for Television Station Web Sites. Manage overall operations of 10TV.com and OhioNewsNow.com. Manage a staff of four with responsibilities for news, sales, content and budgeting functions. Directly responsible for revenue budget, generating new business, client calls and sales support for 10TV and ONN Account Executives.

- *Winner of the 2007 Edward R. Murrow Award, The Associated Press Award Winner 2006.*

NBC 4, WCMH TELEVISION AND NBC4I.COM- Columbus, Ohio  
2000 – 2006

An NBC owned and operated Television Station and Web Site in the 32nd market in the United States.

### **DIRECTOR OF INTERACTIVE DEVELOPMENT AND NEW MEDIA**

Served as Director of Interactive for Television Station Web Site. Managed overall operations of nbc4i.com with responsibility for news, sales, content and budgeting functions. Directly responsible for revenue budget, generating new business, client calls and sales support for NBC 4 Account Managers.

- *Propelled NBC4I.COM to Central Ohio's #1 Television Station Web (Nielsen/ NetRatings, 2004-2006). National Online News Association 2004 Award Winner, 2005 Edward R. Murrow Award Winner, The Ohio Society of Professional Journalists Award Winner 2003, 2004 and 2005.*
- *Led NBC4I.COM through 2 successful total Web Site conversions.*

NBC 4, WCMH/WWHO 53 TELEVISION- Columbus, Ohio  
1995 - 2000

### **MARKETING SERVICES MANAGER**

Created first Sales Promotion Department in the Columbus Television industry responsible for generating non-traditional and vendor revenue for NBC owned and operated station and WB LMA.

WSNY RADIO- Columbus, Ohio  
1990 - 1995

Central Ohio Adult Contemporary Radio Station ranked #1 in the 25-54 year old demographic.

### **PROMOTION AND MARKETING DIRECTOR**

Responsible for cooperative management of all station promotion, marketing and public relations efforts including budgeting, planning and execution of promotional campaigns, media planning, air staff supervision and sales support.

WCOL/WXGT RADIO- Columbus, Ohio

1985 - 1990

Central Ohio AM Talk Radio and FM Contemporary Hit radio stations.

**PROMOTION AND MARKETING DIRECTOR, NEWS/TALK PRODUCER, PUBLIC AFFAIRS DIRECTOR**

Promoted to WXGT FM Promotion and Marketing Director after serving as WCOL News/Talk Producer and Public Affairs Director. Recruited by the #1 Adult Contemporary Radio Station in the Columbus, Ohio market, Sunny 95, WSNY.

**EDUCATION**

THE OHIO STATE UNIVERSITY - Columbus, Ohio

*B.A. in Journalism*

*June 1984*

**CAREER RELATED ACHIEVEMENTS**

- Three Time ProMax (Promotion and Marketing Executive) International Gold Medallion Award Winner
- Six Sigma Green Belt Certified

**REFERENCES will be available upon request**