

# Devin D Pike

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## Education

DeSoto High School, DeSoto, TX August 1985—June 1988

University of North Texas, Denton, TX August 1988—January 1990  
News/Ed Journalism major, R/TV/F minor

## Selected Work Experience

### CBS Radio, Dallas, TX

September 2007 — Present

#### *Web Services Manager*

Director of online companion web sites for KRLD-FM (105.3 The FAN), KRLD-AM (NewsRadio 1080 AM), KJKK-FM (100.3 Jack FM) and KLLI-FM (Live 105.3).

#### Programming:

- Designing and maintaining station sites
- Updating talent and show pages
- Proofreading copy for AP style
- Editing, optimizing and displaying photos
- Shooting, editing and uploading video clips and event coverage at Rangers Ballpark in Arlington, Texas Motor Speedway, special events such as the 2009 AFI Dallas Film Festival, station promotions
- Launched the first Twitter feed for a CBS Radio station in 2008
- Setting and maintaining aggressive deadlines, matching the pace of modern radio

#### Promotions:

- Developing and implementing online promotions and giveaways
- Writing copy for web and on-air use
- Designed billboards for outdoor advertising
- Created print ad units for station promotion
- Voiced promotional spots for station events
- Working with agencies to roll out integrated campaigns (on air, online, on site)
- Revising and updating station logos
- Preparing and administering station contests

#### Sales:

- Collaborated with account representatives on new campaigns
- Assisted with data capture and interpretation for leads
- Wrote, edited and posted promotional e-mail blasts
- Worked alongside clients and account reps to create unified graphics for campaigns that reflected the clients' branding and the stations'
- Provided tactical advice for account reps to better pitch a unified digital campaign

**BLM Technologies, Plymouth, MN**

July 2005 — September 2007

*Mobile Field Support Technician*

On-call support and repair of workstations, printers, monitors and notebook computers for several clients, including Wells Fargo (bank branches and mortgage banking), HCA / Columbia Healthcare, and Ben Bridge Jewelers; trained on diagnostic and repair methods for Dell, Compaq, HP and Lexmark hardware, and Microsoft (Windows 2000), IBM (AIX) and MyVision (Panini MICR scanner) software; responsible for meeting strict SLA time deadlines; inventory and return of parts from warehouse and depot services

**Rawlings All American Grille, Arlington, TX**

January 2004 — April 2005

*Promotions Director / Line Manager*

Responsible for developing and maintaining promotions for sports-themed restaurant, as well as day-to-day management of staff and resources; management duties include cash handling, daily / hourly sales reports, line checks to ensure proper kitchen procedures, hiring, development and guidance of front of house staff; Promotions Director duties include maintaining high energy level for guests and staff with event planning and contests, audio and video programming, maintaining relationship with vendors and promotional partners

**DallasBaseballHome.com, Dallas, TX**

December 2003 — November 2004

*Editor-In-Chief*

Lead writer for start-up web site devoted to baseball in North Texas, from youth ball through the major leagues; wrote numerous articles on the Texas Rangers during the breakout 2004 season; responsible for integration of site's many areas into cohesive format; managing various freelancers and gratis contributors; moderating site's "message board" forums; anchored weekly web radio show on Rangers and their farm system; acquired the Newberg Report (widely-respected online community for Rangers fans) in July 2004 and merged their content into site matrix

**Aloha Technologies, Bedford, TX**

December 2002 — February 2003

*Customer Service Specialist*

Tier One Support for resellers and sites using Aloha POS software. Responsible for immediate response to technical support issues, keeping detailed notes of troubleshooting process.

**AnywhereYouGo.com, Dallas, TX**

March 2000 — September 2001

*Senior Editor*

Took entry-level position of Copy Editor and grew into the role of Senior Editor for leading wireless industry web site, covering WAP, Bluetooth, SMS, i-Mode, and PDA development. Managed all editorial content for the site, which experienced a 90 percent growth in traffic; managed and edited four industry-specific daily and weekly e-mail newsletters, with subscriber bases ranging from 5,000 to 10,000; articles written were syndicated to over 100 web sites dedicated to wireless industry; developed video clip coverage of major industry events and interviews with analysts and developers

**Type A Design, Fort Worth, TX**

September 1997—March 2000

*Internet / Print Designer*

Attended client meetings to best evaluate customer's needs; took original concept and applied it to printed or electronic product; copy writing; proofread and troubleshoot projects; delivered projects under deadline

**KDMX 102.9 FM, Addison, TX**

November 1996— January 1998

*On-Air Personality / Producer*

Presented 80s and 90s hits on a Top 10 station in the nation's number six radio market; produced the Alan Kabel Morning Show while regular producer was on Paternity Leave; assisted Program Director with music selection and promotion choices

**The Imaging Bureau, Arlington, TX**

February 1997—January 1998

*Pre-Press Technician / Customer Service Representative*

Received and output customers' digital files to film for printing; checked files for errors due to inaccurate formatting or outdated techniques; coordinated press runs with printing supervisor; communicated last-minute issues to clients and provided solutions

**Dallas Alley, Dallas, TX**

October 1991—May 1998

*Entertainment Director / Disc Jockey*

Coordinated live and recorded entertainment for high-volume nightclub complex; oversaw disc jockey team; enforced format guidelines for individual clubs; evaluated musicians for booking; customer relations; served as management liaison

**Dallas Observer, Dallas, TX**

August 1990—July 1991

*Editorial Assistant / Calendar Editor / Acting Managing Editor*

Reporting and writing for newsweekly as assigned by Editor. Accepted and formatted submissions for Calendar section; replaced Managing Editor while on maternity leave, overseeing editorial meetings and assigning stories as necessary; coordinated promotions with the Marketing and Sales departments

**KDGE 94.5 FM, Irving, TX**

August 1989— February 1990

*On-Air Personality / Producer / Programming Assistant*

Presented Retro and "Cutting Edge" music on a Top 15 station in the nation's number six radio market; created interview show for Sunday night programming; wrote and edited weekly 'tip sheet' for air staff about new artists in our playlist; represented station in several ongoing "in-house" promotions

**Miscellaneous**

Highly proficient in Macintosh and Windows platforms, with various software packages:  
Microsoft Word; Microsoft Excel; Microsoft PowerPoint; Adobe Photoshop 10 (CS3); Adobe InDesign 5 (CS3); Adobe Dreamweaver 9 (CS3); Final Cut Pro; PromoSuite Interactive; Sound Studio;

Well-versed in social media / Web 2.0 platforms

Excellent communication and management skills