

ALEX 'MAC' MCDILDA

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WORK EXPERIENCE

iHeartMedia, Inc, Raleigh, NC

September 2019-Present

WDCG (G105) Assistant Program Director / Music Director / Afternoon

- Hosts daily CHR radio shows
- Ensures proper Network delivery and maintenance of 'On Air With Ryan Seacrest' Morning Show
- Produces audio and social media content to define station identity and promote station events, contesting, and programming
- Works directly with Sales and Promotions staff to design, implement, and execute station promotions

iHeartMedia, Inc, Los Angeles, CA (Remote)

August 2019-Present

KYSR (ALT 98.7) Weekend Host

- Hosts weekend Alternative Rock radio shows
- Produces audio and social media content to define station identity and promote station events, contesting, and programming
- Works directly with Sales and Promotions staff to design, implement, and execute station promotions

iHeartMedia, Inc, Des Moines, IA

November 2017-September 2019

KDXA Assistant Program Director / Music Director / Afternoon Host, KLLT Night Host, KKDM Weekend Host

- Schedules GSelector music logs and maintains NexGen execution
- Hosts multiple, daily Alternative Rock and CHR radio shows
- Ensures proper Network delivery and maintenance of 'The Woody Show' Morning Show
- Produces audio content to define station identity and promote station events, contesting, and programming
- Works directly with Sales and Promotions staff to design, implement, and execute station promotions
- Communicates with out-of-market talent to deliver weekly station information

Rescue Agency, LLC, Richmond, VA (Remote)

March 2017-November 2017

Alternative Brands Manager

- Oversaw event staff executing event activations for the campaigns, including, but not limited to all-ages rock concerts
- Worked with event staff to develop relationships with artist management companies, booking agents, venues, production companies, bands, artists, designers, DJs, promoters, and various other social influencers to generate brand support
- Supported event staff with recruiting, training and managing local coordinators to provide logistics and promotional support
- Managed the creative process for the development of new digital and traditional marketing campaigns
- Used social networking platforms to generate campaign awareness, recruit local supporters and advertise upcoming events
- Provided timely reports on campaign progress to Rescue staff and clients

iHeartMedia, Inc, Richmond, VA

November 2015-November 2017

WRXL Night Host / Marketing and Promotions Team Member

- Crafted strategic digital content for various social media platforms including Facebook, Twitter, Instagram, Snapchat, and YouTube, to promote iHeartMedia Richmond and its events, personalities and community outreach
- Hosted nightly Alternative Rock radio show, Monday-Sunday
- Produced content in Adobe Audition and NextGen software's for weekly radio broadcasts on WRXL
- Maintained safe operation of company vehicles, prizes (PromoSuite), equipment, and other promotional tools

EDUCATION

University of Richmond, Richmond, VA

Bachelor of Arts, May 2014

Major: International Studies

Minors: Latin American and Iberian Studies; Luso-Brazilian Studies

Skills and Activities: Intermediate Portuguese and Spanish Language, Interfraternity Council Vice President, Member of Sigma Phi Epsilon National Fraternity, Men's Lightweight Crew Team, Improv Comedy Troupe

Pontifica Universidade Católica, Rio de Janeiro, Brazil

December 2012

Roanoke Catholic School, Roanoke, VA

June 2010

Eagle Scout Award, Order of the Arrow

Advanced College Preparatory Diploma, National Honors Society member, Student Body President

SKILLS AND ACTIVITIES

Computer: Proficient in NexGen; GSelector; Social Media; Photo/Video/Audio Editing, Microsoft Office Suite; Mac OS

Arts/Interests: Photographer, Guitar Player, Vocalist, Improvisational Comedy Instructor, Cheeseburger Aficionado

Outdoors: Backpacking, Rock Climbing, Kayaking (ACA Certified Instructor), Wilderness First Aid and CPR Certified