

Lorenzo Thomas

Davie, FL | (305) 394-3864

Radio and TV Personality/Program Director Radio/TV Entertainment | Voice Over Talent | Actor | Sports Reporter

Creative, personable, talented, and energetic broadcast professional with expertise in providing entertaining and engaging content on-air, on-line, and on-site for promotional events. Outstanding communication skills and ability to relate positively to a target audience in an encouraging manner. Active with Travel and experience with studio and remote broadcasting equipment. Proficiency in writing and posting social media content for on-air interaction with listening audience. Technical proficiency in Audio Boards Telco Systems, Adobe Audition, Wide Orbit, Maestro, Sam Broadcaster, Garage Band, Vox Pro, Adobe/Premiere, and Final Cut Pro.

- Effective Use of Social Media
- Skilled Copyreader
- Screenwriting
- Travel Agent
- Voice-Over Talent
- Meet Ratings Goals
- Research and Interview Skills
- Adobe Audio Software Editing
- Team Leader

PROFESSIONAL EXPERIENCE

LIVEFROMTHEMIA.COM, Miami, FL Current
CEO/Program Director

Direct all day-to-day operations for a digital/Internet music station.

- Supervise and coach 30 on-air personalities and DJs.
- Maintaining one-sheets and media kits. Customer service duties including, but not limited to, obtaining local invoices for clients/agencies as needed, interacting closely
- Provide programming and editorial review of all station content.
- Achieved #1 ranking on Streema.com which includes terrestrial and digital stations.
- Website ranking among the 100k in the United States according to Alexa.com

Celebrity Page TV, Miami, FL Current
Contributing Correspondent

Conduct interviews on the Red Carpet outgoing talent. Direct one on one interviews with charismatic personalities and write, produce on-air operations.

- Provide programming and editorial reviews and Interviews.
- Write, Produce and edit segments for air.
- Conduct interviews on the Red Carpet. Direct one on one interviews and write, Produce

Miami Media School, Miami, FL 2016
Teacher

Taught the introduction of Radio Broadcasting and Studio Operations.

- Responsibilities include operating studio control board, coordinating program material, completing daily log and monitoring equipment in the broadcast for students.
- Led Students how to prepare for their upcoming on-air Shift.
- Held Brainstorming Sessions with students.
- Critiqued Students Airchecks

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SAG/AFTRA, BROADCAST MEDIA PROFESSIONAL, Miami, FL

1995 – Current

Director/Actor/Producer

Worked in the entertainment industry as a radio station personality, voice over actor, and radio commercial actor. Skillful film producer and actor.

- Led a team of 20 people in the production of a film at the Miami Film School.
- Acted in numerous films produced at the Miami Film School.
- Produced video content from concept to storyboard to completed product.

COX RADIO WEDR 99 JAMZ, Miami, FL

2003 – 2014

On Air Personality

Hosted successful afternoon radio show for urban-formatted radio station, playing wide range of music from hip-hop and R&B to reggaetón. Worked closely with program director to develop relatable content, execute format, and deliver ratings goals. Prepared format content, pop-culture content, and local content for each show. Posted web and social media content for show agenda. Researched and wrote scripts for individual on-air prompts or discussions. Managed control board operation, recording, and music scheduling. Maintained music and commercial log checks during shifts. Provided oversight for execution of marketing promotions and radio station contests. Performed emcee duties for public events and promotions.

- Afternoon radio show was rated #1 in 18-34 demographics for four and one-half years.
- Achieved #1 rating in the 18-49 and 25-54 demographics as well.
- Interviewed a variety of celebrities on air including President and Michelle Obama, Lebron James, and Jay Z.

ACAMEDY TRAVEL, Miami, FL

2004 – 2008

Travel Agent

Serve as a concierge to the stars who traveled to the Caribbean. Expert in developing, presenting, and executing creative event planning as well as driving sales by building and strengthening a strong client base for travel. Optimized marketing materials to increase sales, and consistently identifying and developing new areas for customers.

- Continually exceeding established sales and consistently establishing the brand of the Jamaica Jump-off.
- Extensive knowledge in marketing travel and reaching customers using services such as display, SEO, mobile, and social media.
- Develop impactful and highly successful events for clients that connect them with their community.

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RADIO ONE WKYS 93.9, Washington, DC

1997 – 2003

On Air Personality

Hosted afternoon radio show in the Washington metropolitan area. In addition to the music programming, I reported daily on relevant public information including news, on-air interviews, and commentary for special public events. Read and executed voice over for commercials. Managed control board operation including editing phone bits, interviews, and other audio. Operated all on-air and production equipment.

- Hosted live remote radio shows from the Dream Nightclub and from Republic Gardens for promotional purposes.
- Researched and conducted on-air interviews with musical bands touring in the Washington, DC area.
- Traveled to Jamaica to host 11 birthday parties for listeners as a promotional event for the radio station.

Additional experience

Entertainment Reporter for BET- Black Entertainment Television

Assistant Program Director, and Music Director for V 103 Baltimore, Maryland

Personality for WOWI, Norfolk, Virginia & WCDX Richmond, Virginia

EDUCATION & CREDENTIALS

Attended Virginia State University

Johnson H. Johnson Achievement Winner- Miami Film School, Miami, FL – 2012 -

Two-time Air Personality of the Year Winner