

Brian J. Haddad a.k.a. "Sludge"

312-399-6587

Summary

- Over 18 years experience in radio broadcasting, production, programming, and operations with leading music stations in major markets, including Chicago, Detroit, and Cincinnati.
- Demonstrated results from working with radio marketing and business staffs to develop promotional opportunities and advertising revenue growth.

Experience

WZZN-FM 94.7 The Zone. Chicago. Morning Show Host. March 2005 to present.

- Selected to lead revamped morning show for one of Chicago's leading rock stations.
- Drove upward trend in demo ratings and 40% increase in revenue for 2005.
- Assisted sales by participating in client meetings, generating leads, and helping create campaigns.
- Station changed format in October 2005, resulting in position being eliminated.

WCKG 105.9 Free FM. Chicago. October 2005 to present. Fill-in talk show host on newly launched format.

WKQX-FM Q101. Chicago. 1999 to 2005.

Midday Show Host. January 2004 to February 2005.

- Promoted based on management objective to drive audience retention and more cohesive programming following Mancow's Morning Madhouse show.
- Achieved highest adult 18 to 34 ratings of all of station's shows (after mornings). Beat competition for first time in station's history.

Afternoon Show Host. January 1999 to January 2004.

- Achieved number one position in rating for men 18 to 34. Always rated near top for adults 18 to 34.
- Nominated for Chicago "Alternative Rock Personality of the Year" by Radio and Records.
- Won "Best Afternoon Show on a Music Station," Chicagoland Achievement In Radio Awards.
- Regularly contributed to revenue generation through direct client interaction, development of creative promotions.

WRCX-FM Rock 103.5. Chicago. Evening Show Host and Co-Creative Director. 1996 to 1998.

- Created station production campaigns and produced imaging pieces.
- WRCX received national recognition and awards from every major trade publication. Station was singled out for its personalities and imaging.

Other on-air and production positions.

- WLLZ 98.7 FM. Detroit. Morning Show Host and Creative Director. 1994 to 1996.
- WBZX 99.7 FM. Columbus. Production Director and On-Air Show Host. 1992 to 1994.
- Z-ROCK 96.5 FM. Cincinnati. Operations Manager. 1990 to 1992. Managed staff of seven.
- WIOT 104.7 FM. Toledo. Production Assistant and On-Air Show Host. 1988 to 1990.

Owner, Brian Haddad Productions. www.itsinthevoice.com. 1992 to present.

Perform voice and imaging services for a wide variety of clients, including radio stations, commercial clients, Microsoft XBOX, and Cornerstone Promotions.

Education

Bachelor of Arts in Communications. School of Mass Communication, Bowling Green State University.

1990. Bowling Green, Ohio. Degree in Radio/Television/Film.

Representation

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