

kimmie caruba

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experience

94.9 The Bull/WUBL FM - "Moote, Kimmie & Otis" Morning Show Co-Host

Atlanta, GA • May 2022 - March 2024

- Co-hosted a country morning show 5a -10a weekdays, weekend shift
- Edited main bit audio for air (Ask the Show, Intervention, Struggle Bus)
- Conducted artist interviews for on-air and social content
- Created videos for socials at events and concerts
- Recorded endorsements, created spec spots for potential clients
- Created a master spreadsheet of all bit audio to maximize content, re-air on weekends and best-of shows
- Hosted a nightly new music show called "New & Notable"
- Prepped & delivered pop-culture, artist & local news stories
- Created audio/video clips with encoded audio for social platforms
- Coordinated a Kindness Campaign with local schools, collected 6,000+ handmade Valentine's cards and delivered them to 50+ senior living facilities across Georgia

102.7 Da Bomb/KDDB FM - Morning Show Co-Host/Executive Producer

Honolulu, HI • February 2020 - May 2022

- Co-hosted a top 40 morning show 5:30a-10a weekdays, weekend air-shifts
- Prepped & reported all daily content; pop-culture, celebrity & local news
- Wrote all scripts for main show bit (2nd Date Update); edited audio for air; created master document with all plots, character names, dates recorded/aired/re-aired to maximize content; created podcast, edited & uploaded bit audio
- Conducted weekly interview with practicing physician/Lt. Governor for latest COVID news
- Prepped, planned layout, pulled audio for best-of and weekend shows
- Fully prepped, planned & produced remote shows during 2 week quarantine

US99 Chicago/WUSN 99.5 FM - Night On-Air Personality & Content Lead

Chicago, IL • August 2016 - July 2019

- Hosted a country music show 7p -12 mid weeknights, weekend air-shifts
- Prepped content; wrote blogs on pop-culture, country music and local news
- Created content using audio, video and graphics for all social platforms
- Solicited/edited/aired giveaways, winner calls; created social content to drive listener excitement
- Delivered live reads; recorded commercials, created spec spots, recorded endorsements
- Attended ACM awards; conducted 40+ artist interviews, edited audio for air, created social videos from interviews, collected station assets (imaging), provided live social media coverage
- Attended St. Jude seminar to elevate station's fundraising goals for the St. Jude Country Cares for Kids Radiothon
- Served as Content Lead for station initiatives; created a master content calendar with station events, holidays, national theme days, artist birthdays, music releases, and concerts
- Planned month-long social engagement campaigns (Halloween candy bracket, artist Valentine's bracket) and created graphics/digital assets for campaigns
- Coordinated weekly social/digital tasks with team; created a content team
- Led social coverage for concerts and events, coordinated team assignments
- Hosted St. Jude Country Cares for Kids Radiothon
- Hosted live broadcasts for station's biggest events (Country LakeShake, Windy City Smokeout Stars & Strings, Cubs Opening Day), promotions (Disney World, Turks & Caicos) and new music (Brad Paisley's Love & War album launch)
- Hosted St. Jude gala fundraisers

KMLE Country/107.9 FM & Live 101.5/KALV FM -Night/Midday Personality

Phoenix, AZ • March 2014 - August 2016

- Hosted a country music show 7p-12mid weeknights on KMLE, weekend shift
- Hosted a top 40 show middays 10a-3p weekdays on KALV, weekend shift
- Prepped content, blogged, published daily posts/tweets
- Conducted artist interviews both on-air & online
- Produced a national show featuring an artist for CBS country stations
- Live broadcast from Disneyland; conducted interviews, gathered/edited/shared content
- Attended Lollapalooza as a one-man-band for content coverage & future station value
- Created a weekly pop-culture podcast w/other station personalities
- Shot/edited/shared both content & promotional videos
- Live broadcast(s), artist interviews, stage announcements, content at Country Thunder



skills

- Adobe Creative Suite • Canva
- Cricut Design Space • Facebook • Final Cut Pro
- Google Suite • Hootsuite • HTML5
- Illustrator • InDesign • Instagram • Later
- LinkedIn • Microsoft Office • NexGen
- Photoshop • Pinterest • Powerpoint
- Premiere Pro • Promosuite • Slack • Snapchat
- TikTok • Threads • Twitter (X) • VoxPro
- Wide Orbit • WordPress • Wrike • YouTube

noteworthy

- Ability to conceptualize, shoot, edit and promote video content
- Passionate about new media and leveraging it to elevate content & brands
- Multi-format experience & adaptability to new artistic styles
- Fondness for creativity & curating new talents
- Digital and social media marketing campaign success
- Impactful community engagement event experience
- Enjoys website design and management
- Team-first mentality
- Variety of endorsement experience including laser hair removal, weight-loss programs, juice cleanses, cellular carriers, hair products and car dealerships

education

S.I. Newhouse School of Public Communications
Syracuse University • Syracuse, NY
B.S. Broadcast Journalism
Marketing Minor
December 2012
Dean's List