

Kirk Greenwood

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Goal

My goal is to use my exceptional broadcasting, promotions, administrative, account maintenance, customer service, and professional communication skills to secure a position within a reputable company offering vast advancement opportunities—further exceeding client satisfaction and career growth.

Skill Summary

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|-------------------------------------|-------------------------|--------------------------|
| • Professional Communication Skills | • Team Management | • Social Media Marketing |
| • Project Management | • MS Office Proficiency | • Promotions |
| • Internet Research | • Administrative Skills | • Broadcasting |

Professional Experience Summary

LEADERSHIP/PROMOTIONS/SOCIAL MEDIA MARKETING/INTERNET RESEARCH/COMMUNICATIONS

- At Brewer Media Group, I facilitated sales proposal meetings with clients and their advisory teams by phone, in-person, and via virtual platforms (i.e. Zoom, Google meets, etc.). Generated leads from internet research. Crafted social media posts to attract new clients. Joined several local networking groups during which I spoke to solicit new clients. Participated in a blitz sales conference we hosted at Brewer Media Group. Performed as a dancing Santa during an inner-city Christmas parade. Assisted promotion's team with live remotes around Chattanooga, TN.
- Managed/Organized/Trained 1410 AM WRJD promotions team (10-15 employees and interns) to increase awareness of the radio station's formatting and services. Assisted GM in creating company guidelines, pre-screened resumes, facilitated interviews, executed station promotions in the Raleigh-Durham, NC area. Conducted surveys to monitor target market interests and listenership. Created the Facebook account for the station to promote events, connect with targeted market, and solicited listenership.
- Managed/Organized/Trained/ NC A&T's Student Union Advisory Board (SUAB)'s marketing team (10-15 students). conducted interviews, facilitated meetings, and executed SUAB promotions around campus. Created surveys monitoring efficiency, relevance, and support of SUAB events. Promoted events and SUAB involvement via Facebook events and updates.
- Member Coca-Cola Bottling Company's marketing team. Attended meetings, facilitated training sessions, executed Coca-Cola promotional events throughout NC. Drove promotional vehicles, took inventory of products taken to events, performed walk-in surveys of products and set-up designs for customer appeal in various stores.
- Member 97.1 FM WQMG's promotions team. Attended meetings, facilitated training sessions, and executed station events throughout NC. Drove promotional vehicles, passed out station products, hosted events from the stage, facilitated promotional give-a-ways and games.

PROJECT MANAGEMENT

- Designed a youth edition of an on-air talk show on 1410 AM WRJD. Created the format and coordinated the research and execution of the show.
- Created a promotional gospel skating event for 1410 AM WRJD in the Raleigh-Durham area. Managed/Coordinated staff and executed of the event.
- Assisted with 97.1 WQMG's promotional events for the Tom Joyner's Pre-Sky Show Party, live remotes, and 97.1 FM WQMG's Kid's Carnival.

ADMINISTRATIVE SKILLS/MS OFFICE PROFICIENCY

- Created proposals using internet research, MS Powerpoint, MS Excel, Nielson spreadsheets/queries, and RAB database. Created a digital profile database for clients I called on for advertising using MS Notebook.
- Updated the 1410 AM WRJD operations manual. Created the sales documents, proposals, and PowerPoint presentations using MS Publisher, MS Office, MS PowerPoint.
- Created event flyers, meeting agendas and minutes for all marketing endeavors for SUAB.

Employment History

- **GOODWILL INDUSTRIES OF NW NC** [06.2025 – 06.2026] *Asst. Mgr./Retail Associate – Waynesville/Kernersville NC*
Contributed to the successful accomplishment of meeting quarterly production goals which led to storewide bonuses at both locations for 3 consecutive quarters; Used intentional networking skills to train and lead subordinate team members; Performed shipping/receiving tasks to intake and process received goods; Used quality analysis to inspect goods for sales in retail facility and/or other outlets of sales within Goodwill; Priced and stocked shelves with qualified goods; Merchandised sales floor per corporate planograms/instructions and to accommodate spacing needed from processed goods; Operated pallet jacks and dock lifts; Used gaylords and bins to transport goods on/off trucks and throughout store; Operated dollies to transport heavy materials throughout store; Sanitized work areas and bathrooms;
- **ACE Construction Company – Florence, SC** | *Crew Member* | 09.2016 – 10.209.2016
Reviewed building schematics with site supervisor; Installed steel walls; Installed steel beams for building structure; Retrieved/Installed insulation according to spec sheets; Assisted with cutting trim for windows/doorways; Arranged/gathered materials and made bolts; Unloaded building materials to prep worksite; Cleared work debris from work areas; Wore/Inspected PPE; Elected Safety Coordinator for 2 weeks by site superintendent; Operated Scissor lift; Operated power tools including: Power drill, Cord(less) Screw guns, Power Saw, Grinder;
- **Arise Virtual Solutions - Fayetteville, NC** | *Independent Contractor: Customer Service Rep.* | 02.2016 – 09.2016
Take in-bound phone contacts; Perform account maintenance (refunds, discounts, policy review, login help); Route calls between departments;
- **AT&T Mobility (Call Center) – Fayetteville, NC** | *Customer Service Rep.* | 02.2015 – 08.2015
Data-Entry; Answered customer/client requests or inquiries concerning services, products, billing, equipment, claims, and reports problem areas; Responsible for improving customer retention through programs and service provided to the customer; Utilized mechanized systems to initiate and complete service orders and handle customer requests; Maintained working knowledge of all company products, services and promotions; Recommendations according to customer's needs on features, accessories, upgrades and rate plans; Utilized operational systems to process purchases of AT&T products and services(i.e. collections, payments for Wireless bills and accessories)
- **Bright Services – Greensboro, NC** | *Machine Operator/Vacuum Former* | 12.2013 – 09.2014
Advanced Technology, Inc. (Vacuum Former)
Operated a touch screen machine that melted plastic over wooden tools with designs on them; Inspected the formed sheet of plastic for defects and documented production numbers;
St. John's Packaging, Inc. (Machine Operator)
Operated a touch screen machine that took rolls of film and sealed sides according to measurements given for each job and produced a wicketed bag; Using tape measure to ensure quality specifics were obtained, hand tools to perform minor maintenance on machines, pallet jacks to gather materials/waste, and hoist to load/unload rolls of film onto machine;
- **Saver Tarheel Group (Save-A-Lot) – High Point, NC** | *Lead Stocker/Crew Leader* | 07.2013 – 03.2014
Stock goods on shelves and displays; Rotate merchandise according to life/expiration dates; Front products and face labels; Re-stock returned merchandise; Collect damaged items; Dispose of cardboard; Operate pallet jacks; Unload trucks; Shrink wrap unused crates; Sweep/Mop floors;
- **Citi Cards (Call Center) – McCleansville, NC** | *Customer Service Rep.* | 10.2012 – 06.2013
In-bound phone contact; Performed account maintenance; Resolved billing inquiries on statements/balances/etc.; Processed payments; Transferred calls;
- **Blue Lion Marketing, LLC – Greensboro, NC** | *Outdoor Sales Rep* | 03.2012 – 06.2012
Compiled client contact lists from AT&T; Evaluated the lists for existing provider status; Planned method of approach on neighborhood; Utilized sales training to effectively engage customers in a door-to-door environment to complete sales pitch and account setup;
- **Anomaly Squared – Greensboro, NC** | *Customer Service Representative* | 11.2011 – 05.2012
Made outbound contacts via a programmed dialing system with pre-loaded contacts from interested customers who

initiated interest to an online offer for mortgage assistance; Asked pre-screening questions filtering for the qualified candidates.

- Manpower – Winston Salem, NC | *Customer Service Rep.* | 10.2011 – 12.2011
Took in-bound phone contacts; Called companies to resolve billing disputes; Transferred calls to various departments; Performed account maintenance; Explained health benefit coverage; Reviewed billing inquiries;

Employment History...cont'd

- Unwind Productions, LLC – Durham, NC | *Marketing Assistant* | 05.2007 – 12.2011
- Wendy's – Greensboro, NC | *Crew Member* | 03.2010 – 06.2010
Operated grill; Assembled sandwiches; Organized orders; Stocked ingredients; Sanitized work areas

Volunteer Experience

- Student Union Advisory Board (SUAB) – Greensboro, NC | *Marketing Director* | 08.2006 – 05.2007
- 97.1 WQMG – Greensboro, NC | *Promotions Intern* | 03.2000 – 08.2006
- Coca-Cola Bottling Co. – Greensboro, NC | *Marketing Intern* | 05.2005 – 09.2005

Licenses/Certifications

09.2026 | CERTIFIED Broadcast Technologist – CBT | Society of Broadcast Engineers – Cert. #:

Education

08.1999 – 06.2003 | GRIMSLEY SENIOR HIGH SCHOOL (H.S. DIPLOMA) | Greensboro, NC
07.2003 – 05.2008 | North Carolina A&T State University (EE – Inc./Marketing – Inc.) | Greensboro, NC
06.2026 – Present | Wake Technical Community College (Radio/TV Broadcast Engineering Certificate) |