

James C. Irizarry

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SUMMARY

Experienced content creator with degree in mass communications from Indiana University. Passion for creating quality content for use across multiple platforms, both on-air and online.

EXPERIENCE

Director of Sports Content

Mid-West Family of Stations

August 2021 - Present, South Bend, IN

- Scheduling sports programming for cluster of five radio stations, including programming all-sports WSBT-AM.
- Scheduling part-time board operators and fill-in hosts as needed.
- Fill-in on morning and afternoon drive as needed.
- Host of "The Moneyline," WSBT's sports betting show.
- Decreased WSBT's average age from 61 to 51.5.

Content Creation

Mid-West Family of Stations

March 2019 - August 2021, South Bend, IN

- Host and produce "The Roster Doctors," a fantasy football podcast on WSBTradio.com during 2019 NFL season.
- Voice and produce commercials and promos for on-air use.
- Fill-in for full-time talent as needed.
- Board operation for Notre Dame football, basketball & hockey, South Bend Cubs baseball, Indianapolis Colts & Chicago Bears football, and various network programming.

Various Roles

Home Depot

May 2015 - November 2019, Mishawaka, IN

- Held titles of Cashier, Customer Service Associate, Order Fulfillment Associate, and Receiving Associate during tenure.
- Routinely awarded for providing exceptional customer service.
- Ranked in top five for sales at Mishawaka store in Q1 of 2018.

WRBR On-Air Nights/Director of Social Media

Federated Media

February 2013 - January 2014, South Bend, IN

- Performed nightly radio show and maintained social media channels for South Bend's rock radio station.
- Increased Twitter followers by 225% and Facebook followers for 150%.
- #1 ratings for time period, both in 6+ and targeted demographics of Men 18-34 and Men 25-54 in Spring and Fall 2013 Nielsen ratings (33.3 and 31.5, respectively).

WRBR Assistant Program Director/On-Air MIDDAYS

Federated Media

March 2009 - October 2010, South Bend, IN

- Implemented day-to-day programming strategy for South Bend's rock radio station while also hosting daily radio program.
- Produced daily program logs, imaging, and promotional announcements for station events and contests.
- #1 in Arbitron ratings for individual radio program while helping WRBR score its highest ratings outside of morning drive.
- Won 2009 Spectrum Awards for Best Promotional Announcement and Best Promotional Campaign from Indiana Broadcasters Association.

EDUCATION

Bachelor of Arts in Mass Communications

Minor in Integrated New Media Studies • Indiana University, South Bend • South Bend, IN • 2018

INVOLVEMENT

Reporter, Copy Editor, Editor-in-Chief

Indiana University, South Bend • The Preface • January 2015 - May 2018

- Served in multiple roles during time at IUSB with IUSB's student-run, student-written newspaper.
- Charged with meeting multiple deadlines for online and copy layout and print.
- Interviewed subjects for news stories.

SKILLS

Social Media Planning & Marketing, Building Communities

Podcasting

WordPress Blogging Expertise

Leadership

Communication