



**Yvette Sizer**  
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Advanced Google Analytics Certified

I am focused, extremely dependable, creative and always go the extra mile to create/complete projects or tasks.

I have a “Do What It Takes to Get the Job Done” attitude.

I love it when a plan comes together, creating an idea, breathing life into a concept and working to make it grow from idea to execution. I believe that the perfection is in the details – and I love details!

I have over 12 years’ experience in the Philadelphia Radio Market, with a concentration on marketing and promotions, developing innovative strategies and events that drive brand awareness. I have strong negotiating skills and a collaborative nature that enables me to effectively manage logistics, budgets, timelines and personalities. I also have On-Air experience. I have extensive experience in customer service, providing information, addressing complaints, protecting the brand image, all while providing outstanding service to the customer. I have strong organizational and managerial skills.

I have strong sales experience ranging from cold calls to cultivating long term client relationships. I also have extensive experience in event planning including every aspect from conception to execution with careful attention to budget and brand image.

My graphic arts experience encompasses creating newsletters, brochures, websites as well as graphic artwork for promotional items.

I have a very pleasant personality and a great sense of humor which both goes a long way in working on a team and/or management.

I am a board member for several organizations including:

- Philadelphia Lawyers for Social Equity and Montgomery County
- The Briar Bush Nature Center
- NAACP Youth Council

**WHYY Philadelphia TV/Radio** February 2015 - Present  
**External Community Relations/Pledge Coordinator**  
Coordinate operations of on-air fundraising campaigns  
Oversee logistic and production needs of on-air membership campaigns including but not limited to, script review, gift list/ticket offers, computer/phone capabilities  
Establish/maintain/support WHYY membership and community relations goals, as well as improve overall organization productivity, by recruiting and managing volunteers  
Build and manage a volunteer program sufficient to support WHYY’s activities internally and externally in the community  
Coordinate with all on-air talent and support teams to ensure all aspects of on-air fundraiser drives meet or exceed goals  
Recruit, train volunteers for Live TV & Radio Campaigns  
Maintains community contacts, develop and cultivate relationships through outreach, selection, training and retention of volunteers

**Abington Police Department Youth Aid Panel** March 2012 - Present  
**Case Manager**  
Preside over juvenile offender cases (summary offenses) and determine appropriate rehabilitation contract and restitution as an alternative to Juvenile Court or Magisterial District Court adjudication  
Match juvenile offenders with law enforcement agencies, resources, counseling services to help deter future criminal behavior.  
Create innovative community service projects for juveniles to perform allowing them to make restitution for their offenses.  
Maintain records for juveniles placed in the diversionary program for first-time summary offenders.  
Provide weekly monitoring of juveniles, overseeing community service and restitution obligations  
Refer cases to Montgomery County, PA Juvenile Court when necessary for court adjudication

**Greater Media Radio Group** July 1999 - May 2011  
**WMMR/WMGK/WBEN/WPEN AM/ FM**  
Promotions Coordinator  
Oversee promotions for 4 radio stations, executing and promoting events, while protecting and promoting the station’s image.  
Creating sales driven promotional ideas as well as promotional ideas for clients.  
Maintain prize winner files/distribute prizes  
Organize/set up events/schedule part time staffers  
Resolve conflicts, addressing complaints from listeners

**On-Air Duties**  
DJ Overnights from 11:30 PM – 6:00 AM  
WMMR & WBEN  
**Receptionist**  
WMMR/WMGK/WBEN/WPEN-AM & WPEN-FM  
Greeting guest, clients, prize winners, prize fulfillment paperwork/IRS, addressing complaints  
**Sales**  
Cold Calling & Appointment Setting

**NAACP Youth Council Director for Montgomery County, PA** September 2008 - Present  
Create & Implement youth programs/trips/workshops  
Recruit celebrities and volunteers for program  
Create/Plan/Execute/Promote events ranging from 50-400+

**Girl Scout of South Eastern Pennsylvania**  
Create & Implement youth programs/trips/workshops  
Recruit celebrities and volunteers for program  
Create/Plan/Execute/Promote events ranging from 50-400+

**Abington Township Basketball Director** November 2002- 2004  
Abington, Pennsylvania  
Overseeing two coaches and four volunteers  
Creating plays / coordinating practices and games for 75 children

**Laurel House**  
Domestic Violence Counselor  
Confidential Location

**Urban League of Philadelphia** June 1996- June 1997  
Intern for the Communications Department

<u>Skills</u>			
Microsoft Office	PowerPoint	Fundraising	Conflict Resolution
Microsoft Publisher	Partnerships/Sponsorships	Public Speaking	Writing
Graphic Art Design	Recruiting	Sales/Non-Traditional Revenue	Social Media Mgmt.
Publishing	Marketing	Team Building	Project Mgmt.
Audio Vault/Selector	Training/Development	Problem Solving	Event Facilitator

<u>Awards</u>			
Commonwealth of PA House of Representatives Citation	Montgomery County, PA Commendation	Montgomery County, PA’s Office of The District Attorney	
The White House/President’s Volunteer Service Award	NAACP’s President’s Award	Abington, Township’s Citizen Recognition Award	

<u>Education</u>			
Community College of Philadelphia	Temple University		
Secondary Education	General Studies		