

## BARB SMITH

ALLEN, TX

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### CAREER SUMMARY

Innovative, determined, experienced and talented self-starter with over 15+ years of media experience in a variety of award-winning news operations ranging from Television to Radio and Sales & Marketing. Intense drive to harness new challenges in extremely fast-paced team environment with track record of directly increasing revenue. CEO of ImageSmith LLC offering voice, apparel and communications advice. Recognized engaging public speaker responsible for researching, procuring, writing, and producing news stories, corporate and industrial videos, commercial voice-overs, and endorsements. One of few pioneering airborne female journalists in the nation. BA in English resulting in superior writing and communication skills centered around PR and the Media.

#### Core Skills:

Project & Time Management • Excellent Communication Skills • Engaging On-Camera Public Speaker • Independent/Team Player • Writing & Editing • Recognized Public News Figure • Researcher • Strong Firsthand Understanding of News Media

• Production • Motivator •

*Technical Skills • Digital Editing & Production • MS Office Suite*

### PROFESSIONAL EXPERIENCE

<b>TELEVISION - DALLAS, TX</b>
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1988 - CURRENT
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#### **News Anchor/Traffic Anchor/Reporter/Assignment Editor/Producer**

- Progressive professional development with frequent promotions to roles with increased publicity and responsibility for a variety of major market media corporations (CBS, FOX News, ABC News, NBC)
- Currently fill in on-camera Traffic Anchor in Top 5 Market at KTVT in Dallas which includes editing and producing last minute traffic updates –previously at WFAA (2008-2010)
- State-wide recognition as engaging on-camera public speaker and news anchor with track record of researching, writing, editing and producing scripts, maps, and graphics used in broadcasts
- Responsible for press releases and public relations associates and representatives
- Management of newsroom, assisting managers and producers in coordinating news
- News Anchor, Producer, Reporter on a variety of stations including, KDFW-Dallas (2001-2003) and WDAF Kansas City (1997-1999) Fox News Morning Reporter and Assignment Editor creating story ideas, and setting up live shots with reporters, vans and photographers, WLWT-(1991-1992) Cincinnati News Anchor, KXAS-Dallas (1988-1989) Assignment Editor

<b>RADIO - DALLAS, TX</b>
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1985 - CURRENT
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#### **Traffic Reporter/Personality/News Director/Co-Host/News Reporter/Anchor**

- Current Reporter for News Radio 1080 KRLD which can be heard in 38 states at night and News Anchor for Texas State Network heard in over 180 affiliates
- Pioneering female Airborne Traffic Reporter and team player to national radio legends that include Tom Joyner, Red Beard, Ron Chapman, and Bo Roberts (KDBN, K104, Q102, KLUV, KZPS)
- Traffic Reporter on Marconi Award winning station KTCK Sports Radio 1310 The Ticket (2003-10)
- Co-Host and News Director of the “Ken & Barb Morning Show” on CBS 103.7 KVIL (1999-2001)
- Diversified marketability resulting from exposure on Classical KXTR to Young Country 104, crossing over to Classic Rock 93.3 The Bone, Album Rock Q102, to sports radio and hard news

- Co-Host to nationally ranked “Randy Miller Morning Show” on “KBEQ Young Country” as Traffic Reporter and Personality on “102.1 The Zone” in Kansas City

**SALES & MARKETING** 1987 – Current

- **IMAGESMITH, LLC- CEO** of self made small business focusing on voice, communications and apparel. Style Partner of J. Hilburn custom Men’s Clothier
- Harold Vertel/Unified Sales- Brand Manufacturers Representative in DFW market with established track record of tripling annual revenue from 400K to 1.2M
- Developed successful network within Fortune 500 companies resulting in the delivery of presentations to corporate end users such as American Airline, Southwest Airlines, Exxon, and Texas Instruments
- Planning and implementation of regional sales contests designed to market small businesses in an increasingly threatening corporate business environment
- Awarded National Zebra Pen Blitz competition for outselling all salesmen by double digits
- Awarded Rolodex Regional Display Contest for the introduction and marketing of original electronic devices

**DETAILED LIST OF MEDIA EMPLOYERS**

CBS KTVT	ABC WFAA	FOX NEWS KDFW	FOX NEWS WDAF	SUNFLOWER CABLE	IMAGESMITH LLC
NBC WLWT	NBC KXAS	WFAA CHANNEL 8 NEWS	METRO TRAFFIC NETWORK	NEWS RADIO 1080 KRLD	CUMULUS RADIO KRBE
TRAFFIC.COM NAVTEQ	KTCK 1310 THE TICKET	CLASSIC ROCK 93.3 THE BONE	KBEQ YOUNG COUNTRY	MIX 102.9 CLEAR CHANNEL	CBS RADIO 103.7 KVIL
INGRAM MEDIA	TRAFFIC WATCH	TRAFFIC PATROL BROADCAST	Q102, KLUV, KZPS, MAGIC 102.1, K104.	INGRAM CLASSICAL KXTR	102.1 THE ZONE

**EDUCATION** 1985

University of Arkansas, Fayetteville  
Bachelor of Arts – English

**VOLUNTEER/ACTIVITIES**

- Member Stonebridge United Methodist Church, Sunday School Teacher, Vacation Bible School
- Rainbow Days Preschool PAC volunteer--Communications Specialist--Maintain website and do Event Planning for fundraisers and activities throughout the year
- Member University of Arkansas Alumni Association