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AMANDA ICE HABROWSKI



PROFESSIONAL SUMMARY

Media professional with over 20 years of extensive expertise in broadcast media, voiceover performance, and social media content creation. Demonstrates leadership and a cooperative attitude, fostering dynamic team environments to enhance audience engagement and brand visibility. Passionate about leveraging industry experience to drive innovative content strategies and achieve measurable growth in digital platforms.

EMPLOYMENT HISTORY

JUN 2022 - PRESENT

Assistant Content Director | On-Air Personality, iHeartRadio (KYMT-FM, KSNE-FM, KWNR-FM, KYMT-HD2), Las Vegas, NV

- Host engaging radio shows, boosting listener interaction and station presence.
- Manage social media content, enhancing brand visibility across platforms.
- Ensure seamless broadcast operations by performing daily log checks.
- Collaborate on promotional strategies, driving successful station initiatives.
- Optimize programming through detailed log audits, ensuring seamless daily operations and minimizing audio discrepancies for future broadcasts.
- Collaborate with promotional teams to enhance station visibility through strategic endorsements and activations, boosting community presence.
- Produce and manage accurate weather reports and station promos using Adobe Audition and NexGen, ensuring content quality and consistency.
- Streamline communication with out-of-market trackers to align promotional efforts, contributing to cohesive station initiatives and audience reach.
- Conduct in-depth audience analysis to tailor content effectively, leading to improved engagement and listener retention.
- Lead cross-functional teams to synchronize promotional campaigns, enhancing brand cohesion and market presence.

AUG 2014 - MAY 2022

Content Director | Music Director | On-Air Personality, Alpha Media (KBFF-FM), Portland, OR

- Hosted midday shows, enhancing audience engagement through strategic content creation.
- Collaborated with sales and marketing to monetize digital platforms effectively.
- Directed social media strategies, achieving measurable growth across multiple channels.
- Coordinated with cross-functional teams to enhance digital content strategy, fostering robust audience engagement and brand growth.
- Pioneered new digital monetization strategies, optimizing revenue channels through strategic partnerships and innovative content solutions.
- Streamlined music scheduling processes, ensuring brand consistency and improved listener satisfaction through precise content curation.
- Crafted forward-thinking content strategies, aligning with industry trends to elevate station's market presence and listener loyalty.
- Analyzed audience data to refine social media tactics, enhancing content reach and driving measurable increases in digital engagement.
- Masterminded live event coverage, boosting listener engagement and brand visibility through dynamic on-air promotions.

SKILLS

- Broadcast Media
- Self-Motivated
- Voiceover Performance
- Emceeing
- Cooperative Attitude
- Social Media Content Creation
- Public Engagement
- Memorization Skills
- Social Interaction
- G-Suite
- Microsoft Office
- Teambuilding
- Leadership
- Feedback Acceptance
- Creative Writing
- Audio Editing
- Marketing Strategy
- Campaign Development
- Project Management
- Networking
- Public Speaking
- Content Curation
- Cross-Functional Collaboration
- Strategic Partnerships
- Live Event Coverage
- Audience Engagement
- Brand Strategy
- Crisis Communication

NOV 2011 - JUN 2014

On-Air Personality | Social Media Director | Promotions Director, Oasis Radio Group (WHPP-FM, WJFX-FM), Fort Wayne, IN

- Hosted afternoon shows, engaging audiences with diverse content and dynamic presentation.
- Managed and grew social media presence, enhancing listener interaction and station visibility.
- Produced and edited promotional content, ensuring high-quality broadcasts and listener appeal.
- Coordinated station events, increasing community engagement and brand recognition.
- Optimized music scheduling, improving playlist flow and listener satisfaction.
- Enhanced listener engagement through dynamic on-air presence and creative content strategies, building a loyal audience base.
- Optimized social media campaigns through data-driven insights, boosting online interaction and expanding digital footprint.
- Coordinated with cross-functional teams to execute successful promotional events, strengthening brand presence and community relations.
- Streamlined scheduling processes for on-air talent and events, ensuring seamless operations and maximized airtime efficiency.
- Pioneered new audio editing techniques enhancing sound quality, elevating production standards and listener experience.
- Developed strategic partnerships, enhancing station's market presence and driving audience growth.

APR 2005 - NOV 2011

On-Air Personality | Board-Operator and Studio Intern, Clear Channel (WKQI-FM), Farmington Hills, MI

- Hosted weekend shows, delivered traffic updates, enhancing listener engagement.
- Operated boards for live shows, ensuring seamless broadcasts.
- Conducted celebrity interviews, boosting station profile.
- Produced commercials and promotions, driving audience growth.
- Organized 100+ events annually, increasing community presence.
- Managed live show dynamics, ensuring smooth transitions and technical accuracy for high-profile broadcasts.
- Enhanced listener engagement through creative content delivery and interactive audience participation.
- Optimized studio operations and streamlined workflows, contributing to increased on-air efficiency.
- Developed fresh promotional strategies that bolstered station presence and audience reach.
- Collaborated with teams to produce high-quality audio content, fostering a positive and productive work environment.
- Pioneered interactive listener segments, fostering dynamic community engagement and strengthening station's market position.

SEP 2007 - OCT 2009

Cast Member, 51 Minds Entertainment (VH1), Los Angeles, CA

- Performed as 'Ice' on VH1's reality shows, enhancing viewer engagement and ratings.
- Contributed to show dynamics, fostering audience connection and boosting show popularity.
- Collaborated with cast and crew to deliver compelling reality TV content.
- Utilized improvisation skills to create memorable television moments.
- Adapted to dynamic filming environments, ensuring seamless production flow.
- Engaged audiences as 'Ice' on VH1 shows, enhancing viewer engagement and contributing to the show's dynamic appeal.
- Collaborated with production teams to deliver compelling reality TV content, fostering a creative and cohesive environment.
- Pioneered unique character portrayal techniques, enhancing storytelling and enriching the viewer experience on reality TV.
- Drove high ratings by embodying 'Ice', showcasing adaptability and commitment to entertainment excellence.
- Contributed to groundbreaking reality TV formats, pushing creative boundaries and setting new industry standards.
- Crafted unique reality TV experiences, elevating storytelling techniques and setting new creative benchmarks in the entertainment industry.

Video Production

Interpersonal Skills

Time Management

Negotiation Skills

Creative Problem Solving

Adaptability

Brand Advocacy

Brand Management

Media Relations

FEB 2005 - APR 2005

Studio Intern, Citadel Broadcasting Company (WDRQ-FM), Detroit, MI

- Engaged with live morning show broadcasts, enhancing audience interaction.
- Managed and edited listener calls, improving call quality and relevance.
- Produced and refined audio clips using Adobe Audition, ensuring broadcast readiness.
- Coordinated with on-air talent, facilitating seamless live broadcasts and maintaining high engagement levels.
- Evaluated audio quality for live shows, ensuring optimal sound clarity and consistency using advanced editing tools.
- Developed new audio editing techniques, enhancing production efficiency and elevating content quality.
- Assisted in content curation, providing critical support to ensure timely and effective show execution.
- Streamlined call screening processes, contributing to more dynamic and listener-focused programming.
- Pioneered interactive listener engagement strategies, boosting audience participation and fostering a vibrant community.

EDUCATION

SEP 2008 - DEC 2010

Bachelor of Arts, Communication Studies, Wayne State University, Detroit, MI

SEP 2004 - JUN 2005

Radio and Television Certificate, Specs Howard School of Broadcast Arts, Southfield, MI

Completed classes in news, commercial copywriting and digital editing with Adobe Audition editing software.

Acted as Director and Anchor for news broadcasts and also operated cameras, character generator and mixing board.

Acted as the Program Director for four radio stations including formats A/C, Country, Rock, and CHR.

ADDITIONAL INFORMATION

Activities and Honors

Recognized as a distinguished Rock/Classic Rock honoree of the first-ever Radio's Got Talent Awards at the 2023 All Access Audio Summit.

Station Music Director of the Year Award courtesy of MusicMaster and AllAccess as part of the 2020 Worldwide Radio Summit.

Selected as the 2019 Mentee for the Mentoring and Inspiring Women in Radio (MIW) Group.

Certificate of Appreciation by the American Red Cross.

Community service work includes Capuchin Soup Kitchen, American Cancer Society, Bloodworks NW, Goodwill Industries of the Columbia Willamette, Nevada SPCA and American Foundation for Suicide Prevention.