

CLYDE GRAY

11887 Spiral Pass, Cincinnati, OH 45249
Cell: 513-325-1181 - clyde@blackboardmarketing.com

PROFESSIONAL SUMMARY

Market-savvy CEO dedicated to driving customer satisfaction and product visibility through highly-targeted online and offline marketing strategies. Experienced in public relations, relationship building and management.

SKILLS

- public relations
- Internet marketing
- Digital media
- Social and new media
- copywriting
- public speaking
- video production
- Media buying
- crisis communications
- media engagement strategy

WORK HISTORY

09/2014 to Current **Founder/CEO**

Blackboard Marketing – Cincinnati, Ohio

I founded Blackboard Marketing and have leveraged team-building and new found business development skills to move the business forward.

09/1990 to 08/2014 **News Anchor**

WCPO-TV – Cincinnati, Ohio

Served as the primary face and voice of the station's news product, helping lead the station to first place in viewer preference twice during my tenure.

04/1985 to 08/1990 **weekend anchor/reporter**

WLWT-TV – Cincinnati, OH

Anchored and wrote scripts for WLWT's weekend newscast, and supplied informational content as a general assignment, including live reporting for weekday newscasts, while also filling in for the prime male news anchor.

03/1983 to 03/1985 **General assignment reporter**

WBAL-TV – Baltimore, MD

Combined pertinent facts with supporting video content to provide comprehensive news coverage of Baltimore.

01/1977 to 03/1978 **General Assignment reporter**

WXII-TV – Winston Salem, NC

General Assignment reporting with an emphasis on story development, interviewing and on camera presentational skills in both live and video formats.

EDUCATION

High School Diploma:

East Forsyth Senior High School - Winston Salem, NC

- Top 5% of class
- Mass Communications and Communication Studies coursework

CERTIFICATIONS

Certified Member National Minority Supplier Development Council
2015 graduate, Kauffman Fast Trac Program for Minority Entrepreneurs