

Renée Herlocker

Profile

Energetic host with the passion for traveling, sports, entertainment, and the people involved. Recognized for her ability to relate to and engage all of her interviewees, she enjoys the process of production to the outcome and the level of professionalism needed throughout to reach viewers/listeners/readers on multiple platforms of media.

Accomplished executive with a proven ability to consistently meet and exceed general expectations and organizational duties. Have trained, managed and led teams to consistently accomplish company goals and objectives. Recognized as an expert in building effective multi-platform marketing programs and has worked among a variety of different local and national companies and as a successful event planner and account manager.

Dedicated employee, known for going the extra mile and exceeding expectations for job responsibilities as well as leadership, management, human resources, event planning, organizational and creative duties, production planning and effectively executing responsibilities in radio on a daily basis. Exemplifies pride in being a team player.

Skills Summary

- On-Air Radio/TV and live hosting experience
- Comfortable with teleprompter
- Experience sports update write and broadcaster
- Advertising & sponsorship sales
- Basic video editing on iMovie and Final Cut Express
- Public speaking
- Radio technologies
- Marketing program development
- Creative concept development
- Client services management
- Event planning
- Employment policies and procedures
- Travel planning
- Interview skills
- Written correspondence
- Computer savvy
- Customer service
- General office skills
- Employee recruitment, Staffing, training and management

Professional Experience

- Current substitute host for E! News Now.
- Present host for MTV Networks/Spike TV covering special red carpet events, live Internet stream based interviews, press junkets and in studio sponsor produced programming.
- Live emcee for Ante Up for Autism charity event supporting TACA (Talk About Curing Autism).
- Experience working directly with celebrities, professional athletes, agents, PR representatives and Community Relations Specialists.
- Maintains unique network with in the sports industry as well as corporate companies.
- Organized events of all sizes for internal corporate purposes, fundraising, high-end client appreciation and general public.
- Directed styling and photo shoots for annual fashion issues in 2007 and 2008.
- Co-hosted a daily afternoon radio show on KCKK AM 1510 from 3-6pm.
- As producer, coordinated and contacted all guests and contributed to format of the show.
- Produced sound bites of athletes/actors.
- Controlled production board.
- Managed caller board.
- Wrote, produced, and broadcasted two minute sports flash updates six times daily.
- Wrote a weekly sports blog on Mile High Sports dot com.
- Hosted the local based television show Mile High Sports TV monthly on Altitude Sports and Entertainment.

- Interviewed athletes and local celebrities as well as produced special interest features.
- Produced photo shoots for the magazine including advertising details, talent and concept.
- Live on field game day entertainment host for the Colorado Mammoth and Denver Outlaw.
- Simultaneously maintained multiple position responsibilities during times of company growth.
- Sustained strong revenue gains, despite the obstacle of introducing new and unproven inventory to a state-wide market.
- Recruited qualified applicants for position openings.
- Responsible for obtaining and maintaining legal documentation for employees, models, professional athletes.
- Cultivated relationships with owners and decision makers within local businesses and professional sports teams as well as national organization.

Employment History =====

RH Enterprises Inc. – Denver, CO

Owner

January 2009 – Present

Comcast Entertainment Group – Los Angeles, CA

E! News Now Entertainment Host

August 2010 – Present

MTV Networks/Spike TV – Santa Monica, CA/New York, NY

Host

October 2009 – Present

Donna Baldwin Talent – Denver, CO

Host, Emcee, and Spokes model

August 2000- Present

Kroenke Sports and Entertainment – Denver, CO

Game Day Entertainment Host

December 2005 – January 2009

Mile High Sports – Denver, CO

Afternoon Radio Producer and Co-host/ Television Host/ Account Executive/Marketing Coordinator

August 2007 – August 2008

Sports Shares, LLC. – Greenwood Village, CO

Marketing Associate/ Sales and Concierge Coordinator

March 2006- May 2007

Denver Broncos Football Club

Merchandise Sales Representative/ Administrative Assistant

2004- 2006

Education =====

Metropolitan State College of Denver – Denver, CO

Speech Communications emphasizing in Speech Language and Hearing Sciences

Other =====

Instructor for young self-esteem building program (Junior Denver Broncos Cheerleaders) 2000-2008

Denver Broncos Cheerleaders, 2000-2006

References =====

Available upon request