

## Elizabeth Mantel

---

### Experience

#### **Medaille College, Buffalo, NY – Director of Professional Enhancement April 2019 – July 2020**

- Created, developed and implemented a new digital platform for Alumni Engagement called *Life Well Learned*.
- The *Life Well Learned* brand included a podcast and blog, as well as social media accounts for personal and professional development using faculty, staff, alumni and valued community members. The podcast had over 2,000 listens and over 3,000 users to the website with 7,000 plus page views in its inaugural season.
- Engage and collaborate with the College Relations team, Alumni Association Board of Directors, campus faculty and staff, and off-campus constituents to design, develop and scale the delivery of content that is accessible, convenient and relevant to multiple alumni segments, the larger Medaille community and area businesses, professional associations, and other interested stakeholders.
- Guided the alumni association in developing a board structure that provided the best possible leadership, direction and programming to increase alumni engagement.
- Provided alumni stewardship and identified and engaged appropriate constituents for participation in *Life Well Learned* initiatives or board membership.
- Worked in collaboration with the federally funded TRiO Student Support Services program to create opportunities for professional development and alumni mentoring.
- \*Newly created position eliminated, along with several others, due to fiscal restructuring prompted by the coronavirus pandemic in July 2020.

#### **FC Buffalo Soccer Club (NPSL), Buffalo, NY – Director of Women's Soccer December 2018 - Present**

- Promoted from VP of Strategic Development to Director of Women's Soccer in 2021 to launch women's team in the United Women's Soccer league.
- Collaborates with colleagues to help identify and grow untapped market segments in the region that will help grow our fan base and club reach.
- Works closely with co-owner to manage day-to-day responsibilities.
- Liaison with league for all compliance and regulatory issues.

#### **Erie County Fair/WBBZ-TV, Buffalo, NY – Host, Fair Day Live/ WNY Youth in Ag Bonanza August 2019 – Present**

- Hosted daily show featuring both live and produced segments showcasing the Fair's attractions and personalities, including highlighting participating vendors and community members and organizations.
- Hosted live broadcast of 4H competition that created a space for children and teens to showcase their animals during COVID-19 while educating viewers from across the country.
- Co-Hosted *Growing Strong Raising Money For Erie County Agricultural Society Scholarships* broadcast that was created to supplement main fundraising event canceled due to the pandemic.

#### **Townsquare Media, Buffalo, NY – Morning Show Host, WYRK, "Clay and Liz Mornings" May 2013- Jan 2019**

- Created engaging daily content for the number one radio show in Buffalo-Niagara market, reaching an audience of over 100,000.
- Created digital content for multiple segmented audience groups to grow reach and engagement.
- Grew the station's database via social media integration and App downloads.
- Consistently ranked Top 3 in total Local UV percentages utilizing SEO-driven digital content.
- As spokesperson, secured multiple annual contracts by working directly with clients to maximize advertising campaigns via copywriting, endorsements, personal appearances, and social media presence. High profile clients include Mike Barney Nissan, Great Lakes Brewing Company, Harry's, Blue Apron and Rothys.
- Worked closely with other local media to create awareness for community events and grow reach for projects and promotions.

## Elizabeth Mantel

---

- Created a sub-brand, Liz's Kitchen, which was one of the most viewed digital content pieces on the station's website.

### **CBS Radio, Cleveland, Oh —Radio Personality, WQAL (Q104), WDOK (Star 102) Jan 2013 – May 2013**

- Provided on-air services on as-needed basis for two of the top-rated stations in area.

### **Mid-West Family Broadcasting - Springfield, MO – Morning Show Host, KOMG-FM/KOSP-FM, “Boom Boom & Mantel”**

#### **Sept 2010- Aug 2012**

- Helped launch, market and promote a brand new station in the market.
- Grew station's social media and database numbers with engaging promotions and SEO-friendly original content.
- Created and delivered engaging content daily to the metro market area.

### **Maverick Media of Lima, LLC – Lima, OH - Promotions Director/Midday Host**

#### **Jan 2008- Sept 2010**

- As Promotions Director, reported directly to General Sales Manager and collaborated to create effective promotional campaigns and events for clients, including 5 diverse stations in the market.
- Created original and locally based content for midday radio show.
- Worked closely with area promoters and venues to develop creative and engaging contesting for events and concerts.

## Education

### **Bowling Green State University, Bowling Green, Ohio 2003-2007**

Bachelor of Arts, Communication  
Concentration: Promotion and Advertising  
Overall GPA: 3.43

## Skills

- Original Digital Content Copywriting with SEO (6+ years)
- VCreative Workflow Software
- Emcee/Public Speaking
- Adobe Audition/Audio Production
- WordPress Websites
- Donor Perfect

## Community

- Buffalo Broadcasters Association 2016-2017
- St. Jude Radiothon 2016-2018 – Over \$600,000 raised
- Media Sponsor for multiple WNY charities