

# Shalini “Shelly” Karnani

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Seattle, WA 98121

Website: ShaliniKarnani.com Facebook: ShaliniKarnani or ShellyKay Twitter: radiosshelly

Professional on-air personality with over a decade of experience in the radio industry.

Proven ability to generate a strong audience and appeal to a diverse listener base.

Accomplished in sales, promotions, and marketing with extensive experience planning, executing and hosting a wide range of station, client, and charity events.

## EDUCATION

### GOUCHER COLLEGE

*M.A.; Digital Arts*

Baltimore, MD

Currently Enrolled

### ROOSEVELT UNIVERSITY

*B.A.; Sociology (Dean's List)*

Chicago, IL

June 1999

## PROFESSIONAL EXPERIENCE

### CENTER FOR INSPIRED TEACHING

*Teacher Selection Event Contractor*

Washington D.C.

February 2011-Present

- Prepare documentation and supplies for teacher selection events
- Assist in documentation of teacher applicant reviews
- Manage the execution of selection process

### 97.3 WMEE

*Host of The WMEE Morning Show with Shelly and Zack*

Fort Wayne, IN

December 2007-September 2010

- Hosted a live and local morning radio show targeted toward women ages 25 through 54.
- Created all imaging and production for the radio show using Adobe Audition.
- Generated and implemented station promotions, charitable events, and appearances.
- Assisted with the creation and sales of marketing campaigns, including Operation Santa for Toys for Tots, Oprah's Big Give, Walk a Mile in Her Shoes World Record, and Sex and the City Movie Premiere Parties.
- Maintained a Facebook fan page for the morning show and updated the station's website daily.
- Responsible for creating and sending weekly e-blasts to listeners.

### 103.3 WKFR

*Host of The KFR Morning Show and Assistant Program Director*

Kalamazoo, MI

December 2005-December 2007

- Hosted a live and local morning radio show targeted toward listeners over 25.
- Responsible for station imaging, commercial production, and music scheduling.
- Managed the air checking of part-time on-air talent at the station.
- Organized and implemented station promotions and a variety of station, client, and charity events, including Roofsit 2007 (raised \$175,000 to fight child abuse in West Michigan), Making Strides Against Breast Cancer (raised over \$200,000), Shelly's Night of Diamonds, and Diva Deck Party.
- Performed regular updates of Promo Suite and daily updates of the radio's website.

### WHZZ Z101.7 AND 101.7 MIKE FM

*Morning Show Co-Host and News Anchor*

Lansing, MI

June 2005 – January 2006

- Hosted the morning show with Jason Addams, including the scheduling of interviews.
- Created and executed radio events, including the WHZZ Bachelor Auction for Angel House.
- Researched and reported morning news stories.
- Responsible for commercial and station production.

**WLJY LITE ROCK 106.5**

*Music Director and Afternoon Personality*

Stevens Point, WI  
May 2004 – June 2005

- Hosted the afternoon drive show using Prophet NexGen and scheduled music's using Selector.
- Responsible for commercial and station imaging and production design.
- Created and implemented promotional, community, and charity events.

**CLEAR CHANNEL BROADCASTING  
103.5 KISS FM and 107.5 WGCI**

*On-Air Personality, Promotions, Account Executive*

Chicago, IL  
March 2001 – May 2004

- Hosted the weekend mix show.
- Traveled throughout the Chicago metro area to conduct promotional events.
- Sold and implemented after work events and radio advertising

**COHEN LAW GROUP**

*Paralegal and Legal Secretary*

Chicago, IL  
2001-2003

**PATZIK, FRANK AND SAMOTNY**

*Office Administrator and File Clerk*

Chicago, IL  
1999-2001

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**TECHNOLOGY**

- Microsoft Office
- Adobe Audition
- Adobe Premiere Prep
- Prophet NexGen
- Selector
- Various web design platforms
- Cool Edit
- Audio Vault
- Promo Suite
- OpX
- Scott's Studios
- Various e-blast systems