

Phil Harris (Philip R. Vavra)

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Professional Summary

Versatile content creator serving clients and community via broadcast and digital media outlets. My daily goal is to share compelling stories that elicit desired responses.

Skills

Digital content creation, social media strategy, SEO, blogging, editing.
Broadcasting, audio production, copywriting, podcasting, event hosting.

Tools

WordPress, Yoast, Parse.ly, Social News Desk, Hootsuite, PromoSuite, vCreative.
Adobe CS, Avid Pro Tools, Omny Studio, VoxPro, WideOrbit, AudioVault, NexGen.

Professional Experience

Media Personality/Asst. Digital Program Director — Multimedia content & marketing.
WKQC-FM, Beasley Media Group, Charlotte | 2013-2024

- Led solo and team AM Drive and PM Drive shows on Adult Hits radio station.
- Increased brand exposure via video, digital, and social media platforms.
- Created daily blog content for cluster websites.
- Delivered results as trusted spokesperson for local and national advertising clients.
- Key contributor in annual charity fundraisers.
- 2021 Digital Superstar Award.

Media Personality/Radio Commercial Producer — Adapted to excel in multiple roles.
WLYT-FM, Clear Channel (iHeartMedia), Charlotte | 2000-2012

- Hosted highly rated radio show and live events on Adult Contemporary station.
- Wrote and produced commercials on short deadlines for five-station cluster.
- Hosted and produced annual Children's Miracle Network radiothon.
- 2007 Production MVP Award.

Advertising Account Executive — Connected local businesses with affluent audience.
WDSY-FM, CBS Radio, Pittsburgh | 1999-2000

- Led qualified prospects through comprehensive needs analyses to develop, present, and execute targeted broadcast and interactive event marketing strategies.
- Maintained accurate sales metrics and detailed CRM.
- Negotiated media buys with local direct and agency accounts.

Production Director/News Anchor — Advertising, copywriting, newscasting.
KLBJ-AM, LBJS Broadcasting, Austin | 1997-1999

- Oversaw quality control and co-managed production and continuity departments.
- Created audio sales tools and direct-mail audio marketing presentations.
- Gained broadcast journalism experience as weekend news anchor on KLBJ-AM.

Volunteer Experience

Deacon/Pastoral Panel

St. John's Baptist Church, Charlotte | 2023-present

Congregational communication, connection, and care.

Chair/Membership Resource Team

St. John's Baptist Church, Charlotte | 2017-2022

Led efforts to enhance church life experience for prospective members.

Martha Miller and J.P. Hackney, Sr. Scholarship Committee

St. John's Baptist Church, Charlotte | 2016-2021

Awarded college scholarships to children of church members.

Media Center Volunteer

Chantilly Montessori School, Charlotte | 2013-2016

Assisted elementary school students with online navigation and digital learning modules.

Checked out, shelved, and weeded printed and recorded materials.

Public Relations Director

Plaza Presbyterian Church, Charlotte | 2002-2005

Wrote and disseminated media releases about church events and activities.

Education

Certificate, Web Design and Publishing, University of North Carolina at Charlotte

Bachelor of Arts, Communication Studies, Duquesne University