

Tony Thomas

Marketing/Communications Professional, Writer/Editor, Computer/Technology Specialist, Broadcaster, Sales Ninja.

tthomas1000@gmail.com

Summary

Tony Thomas is a Marketing/Communications Professional, Copywriter, Computer/Technology Specialist, Broadcaster and Sales Ninja.

Tony has been a prolific technology writer for several decades. His articles have appeared in numerous publications including Mix, Electronic Musician, Recording, Recording Engineer/Producer, AV/Video, Roland Users Group, Millimeter, Cleveland Scene and more. He currently writes and edits several Internet blogs.

He has served as an executive and creative visionary at several advertising agencies including Rogers, Thomas, Cross & Long/Cleveland, Media One Advertising/LA & SF, Target Communications International/LA and The Thomas Group/Cleveland. He worked on accounts including McDonald's, Grumman Flexible, Greater Cleveland RTA, World Airways, Plantronics, SP Communications (Sprint), WDOK, Norstan, Roland, Kawai America and many others.

He has also been involved in broadcasting for several decades. He has been on the air at stations that include WDOK/Cleveland, WERE/Cleveland, WQAL (Q104) Cleveland, KTYM/Los Angeles and WRUW/Cleveland. He is an Internet Radio pioneer, appearing on Internet Radio DAER in the late 90s and early 00s. Tony has recently worked with Internet station, Legato Cafe. He is also an amateur radio licensee (call sign KC8TJF).

Tony has been involved with computers since the mid-1980s and has mastered several applications such as Word, Excel, Powerpoint, Oracle Open Office Suite, Oracle Virtual Box, VNC, Siebel, BPCS, MAS90, Corel, Xara and is familiar with several hardware platforms including Windows, OSX and UNIX/Linux.

Specialties

Technical Writing, Editing, Copywriting, Marketing, Communications, Advertising, Publishing, Inside Sales, Technology Sales, Customer Service, Computer Technology, Internet Marketing, Graphic Design, Photography, New Media, Broadcasting.

Experience

Business Development Specialist at Premier Farnell

1998 - Present (13 years)

7 recommendations available upon request

Air Personality at Legato Cafe

June 2009 - June 2010 (1 year 1 month)

Air Personality at Internet Radio DAER

June 1998 - March 2001 (2 years 10 months)

Writer at Recording Magazine

1994 - 2000 (6 years)

1 recommendation available upon request

Air Personality at WDOK

1991 - 1999 (8 years)

2 recommendations available upon request

Writer at Scene Magazine

1978 - 1999 (21 years)

1 recommendation available upon request

Account Manager at Office Max

1997 - 1998 (1 year)

Copy Max Division

Team Leader at Micro Xperts

1995 - 1997 (2 years)

Sales Representative at CompuWorld

1996 - 1996 (less than a year)

Air Personality at WQAL

1990 - 1991 (1 year)

Assistant Head Writer at Winston & Winston

1990 - 1990 (less than a year)

1 recommendation available upon request

Local Sales Manager at WJMO

1989 - 1990 (1 year)

Contributing Editor at Mix Magazine

1984 - 1989 (5 years)

1 recommendation available upon request

Announcer/Engineer at KTYM

1981 - 1989 (8 years)

President at Target Communications Int'l

1979 - 1989 (10 years)

2 recommendations available upon request

Writer at Electronic Musician Magazine

1986 - 1987 (1 year)

VP/Account Services at Rogers, Thomas, Cross & Long Advertising

1977 - 1979 (2 years)

Instructor at Ohio School Of Broadcasting

1976 - 1979 (3 years)

Skills

Copywriting	(Advanced, 20+ years experience)
Writing For The Web	(Advanced, 15 years experience)
Editorial	(Advanced, 20+ years experience)
Radio Broadcasting	(Advanced, 20+ years experience)
Sales	(Advanced, 20+ years experience)
Technical Writing	(Advanced, 20+ years experience)
Editing	(Advanced, 20+ years experience)
Digital Recording	
Digital Photography	
Photojournalism	
Website Development	
Announcing	
Voice Over	
Broadcast Production	
Broadcast Engineering	
Writing	
Teaching Experience	
Public Relations	
Public Speaking	
Social Media Marketing	
Media Planning	
Advertising Sales	
Advertising	(Advanced, 20+ years experience)
Radio Advertising	
Recruitment Advertising	
Computer Hardware	
Computer Maintenance	

Computer Repair
Classroom Instruction
Corel Draw

Education

Compton College
Business, 1979 - 1980

Cleveland Ad Club Training Program
Advertising, Public Relations, Broadcasting, 1977 - 1978

Ohio School of Broadcasting
1974 - 1976

Shaker Heights High School
1971 - 1974

Honors and Awards

Who's Who in the West, Who's Who in California, Certificate of Appreciation/Inglewood Chamber of Commerce, Air Personality of the Month/WDOK-FM (June 1993), Plaque for Distinguished Service/WDOK-FM, Milestone Awards/Newark Electronics, Quality Award/Newark Electronics, Gold and Silver BDS Profit Growth Awards/Newark Electronics.

Interests

Marketing, Writing, Technology, Music, Photography, Theology.

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15 people have recommended Tony

"Tony is a very knowledgeable person, not just of the products, but of his customers, their industries and what requirements best suit them. He is a pleasure to work with on any level and always is very respectful of everyone around him."

— **Darlene Lemaster**, *Outbound Sales, Newark*, worked directly with Tony at Newark Electronics

"Tony is a long time employee for Newark. He has been in many jobs that has allowed him to have expertise in many areas. Customer service, inbound sales and outbound sales. Tony is a loyal and dedicated Newark employee that cares about the company and it's growth and standing in the community. Tony has good relationships with all support staff member within the company and works well with our branch partners."

— **Phil Bearden**, *Sales Manager, Newark*, managed Tony at Newark Electronics

"I worked with Tony at Newark for 8+ years. I always found Tony to be a pleasant colleague to work with, as the two of us shared a very nice rapport. Tony was very punctual, reliable and could always be counted on to get the job done. Tony is very articulate and possesses a pleasant voice on the phone, very smooth and polished. I truly believe Tony would be a great addition to any company looking for an outstanding salesperson and/or customer service representative."

— **Tim Monroe**, *Account Rep, Newark*, worked with Tony at Newark Electronics

"Tony is a strong customer advocate and sales professional. I worked with him during a time when we were restructuring the sales function at our contact center. Tony played an important role in learning and performing the new skills and responsibilities, and communicating successes and suggestions to the team. I strongly recommend Tony as a key player for any organization."

— **Tom Bonner**, *Sales Training & Development Manager, Newark Electronics*, worked directly with Tony at Newark Electronics

"Tony has excellent follow through and is a high achiever. He maintains a positive attitude and always gets the job done!"

— **Diane Kelly**, *Sales Rep, Newark*, worked with Tony at Newark Electronics

"In my capacity as Operations Manager I had the pleasure of working with Tony Thomas. Tony has displayed the energy and enthusiasm that is highly regarded by an employer. He is willing to do take the time to "complete the job". I would be happy to support Tony in any of his endeavors. I know that he's not one to be satisfied with just enough."

— **Greg Platte**, *Electronic Distribution, Newark Electronics*, managed Tony indirectly at Premier Farnell

"Tony Thomas is a genuine person, hard-working professional and loyal employee. I have found that Tony always puts his customers at the heart of his actions and his dedicated follow-through makes him a winning salesperson. In addition to his strong work ethic, Tony has a positive attitude, friendly demeanor and is a dependable friend."

— **Michele Renard**, *Account Coordinator, Newark Electronics*, worked with Tony at Premier Farnell

"Extremely competent, reliable guy who really knows his onions and writes well."

— **Nick Batzdorf**, was Tony's client

"Tony is a dedicated, reliable and, above all, talented on-air personality who gets the job done."

— **Marie Armenti**, *News Director, WDOK*, worked with Tony at WDOK

"Tony is a dedicated professional with a very likeable on-air personality as a radio announcer. He was also very helpful in sharing his knowledge of the broadcasting business and was a pleasure to work with and talk to, both before we worked together and at the same company."

— **Frank Macek**, *Assistant Program Director/Music Director/On-Air Announcer, WDOK-FM/WRMR-AM*, worked directly with Tony at WDOK

"Tony always kept us abreast of the latest trends in audio equipment, which was a valuable asset during the time he worked for us. He was on time with his stories and articles, while giving us quality writing and knowledgeable information for our readers."

— **Mark Holan**, was Tony's client

"Tony came into a tough environment - interpreting technology into its human factors and writing about that on a daily basis - with style, patience, charm and wonderful skill. He was quick to adapt his skills to our needs and I'd like to feel that we're both the better for it."

— **Martin Winston**, *Editor, Newstips*, managed Tony at Winston & Winston

"I could always count on Tony to deliver the goods - what he promised, when he promised it."

— **David Schwartz**, was Tony's client

"In three words, "Tony always delivers. In today's world of un-kept promises and wanna-bes, Tony constantly stands out. As multi-skilled as he is, he remains the consummate professional, demonstrating a work ethic to be envied. He has the ability to work singularly, as writers often do, and work well with people. In addition to his considerable skills, his care about his work and his patience are to be noted. His assistance to me as a consultant to Stackhouse and Roseburr Advertising was invaluable. He helped make it possible for us to secure clients we may not have otherwise. Anita Stackhouse-Hite, VP, 23rd Street Records"

— **Anita Stackhouse-Hite**, was Tony's client

"Tony, is very understanding of our business and supportive, we would've been lost had it not been for his great skills and implementation of various goals."

— **angel .Balestier**, was Tony's client

[Contact Tony on LinkedIn](#)