

John Trybulec

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Profile: Advertising executive with more than 20 years of experience in radio and television sales, creative writing, marketing, operations, personnel and production with an amazing record of success.

Work Experience

November 2006

- Present

Tryad L.L.C.

Owner /Operator of full service advertising agency.

Lake County , FL

March 2006-December

Salem Communications- WTLN/WHIM/WORL-AM

Orlando, FL

General Sales Manager

- Responsible for hiring and training of a complete sales staff at 3 station Orlando Market cluster.
- *Key Accomplishments:*
 - o Generated six figure station income for company with no other sales staff members.

2001 – 2006

WORL 660 AM

Altamonte Springs, FL

General and Station Manager/Sales Manager

- Responsible for the overall sales, market share, profitability and customer satisfaction.
- Responsible for selecting, training, and motivating teams in several departments.
- Responsible for sales development, account management/retention, inventory control and pricing.
- *Key Accomplishments:*
 - o Generated over 5 million in revenue with a 1,000 watt AM station.
 - o Successfully managed large accounts such as the Miami Dolphins and Florida Marlins.

1998-1999

WWNZ-AM/WQTM-AM

Maitland, FL

Account Executive

- Responsible for local and regional sales duties.
- Responsible for budgeting, forecasting, contract negotiations, and sales presentations.
- *Key accomplishments:*
 - o Generated over \$100,000 in Sales within first 2 months.

1998-1999

WLOQ-FM

Orlando, FL

Account Executive

- Management and retention of new clients as well as closing renewals with current clientele.

1989-1997

WXYT-AM

Detroit, MI

1984-1987

Senior Account Executive

- Responsible for new business accounts and Detroit Lions radio broadcast clients.
 - o Retained longest accounts on station and sold to Detroit's Largest Auto dealers.

1984–1987

WOMC- AM / WJBK-TV

Detroit, MI

Account Executive

- Retail Account Specialist.

1980-1983

WQBH-AM/Dearborn Press & Guide

Detroit, MI

Account Executive

EDUCATION

1976-1980

Eastern Michigan University

Ypsilanti, MI

B.A. in Mass Communications and Marketing

ADDITIONAL INFORMATION

- **Computer Knowledge:** Windows XP, Microsoft Word, Spreadsheet Applications.
- **Notable Attributes:** Expert writer and speaker. Has hundreds of letters of recommendation.

REFERENCES AVAILABLE UPON REQUEST