

# Pete May

Woods Cross, UT 84087  
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Results-oriented professional with 10+ years of experience and a proven track record in broadcast media, photography, advertising, digital content, and brand management. Aiming to leverage my skills to successfully fill a media/marketing role, or related position, at your company.

Authorized to work in the US for any employer

## Work Experience

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### **On-Air Host**

90.1 KUER - Salt Lake City, UT  
August 2023 to Present

Fill-in host for Utah's NPR(National Public Radio) station. Tasked with operating studio console and timing national satellite feeds, writing/editing and voicing public service announcements, and maintaining standards set for NPR hosts.

### **General Manager/Owner**

BRANDWIDTH CREATIVE MEDIA LLC/DBA PETEMAYVO.COM - Salt Lake City, UT  
April 2009 to Present

General Manager/Owner of advertising concept and production company, focused on radio, photography, and tv creative for web use, broadcast, and print advertising. Coordinated concepts and production with multiple SLC advertising agencies, growing revenue for their clients and helping expand marketing reach.

Photography portfolio at [petemayimaging.com](http://petemayimaging.com). Audio Production and voice-over samples at [petemayvo.com](http://petemayvo.com)(both dba's under Brandwidth LLC).

Maintain social media presence, including Instagram accounts "utah urbanist," "announcerguy" and "salt\_lake\_exteriors"

### **Automotive Photographer**

Cox Automotive/Manheim Utah - Woods Cross, UT  
November 2020 to November 2021

Contracted automotive photographer for a national auction company, specializing in stock photos of inventory, including high-end trucks, luxury car brands, and exotic sports cars, both exteriors and interiors. Used company-specific software for documentation and creating full photo packets for dealers to view during online and live auto auctions.

### **Creative Director**

BROADWAY MEDIA - Salt Lake City, UT  
January 2013 to November 2018

Successfully worked with and retained hundreds of clients for seven station radio group, developing unique creative concepts to enhance their marketing. Wrote, directed, produced and voiced thousands

of radio commercials, promotional announcements, and public service announcements. Photographed dozens of concert events. Produced long-term campaigns for client retention and success. Managed all personal for production of clients' commercials.

Created and produced recordings for web use and in-house industrial presentations.

### **Creative Director**

MILLCREEK BROADCASTING/SIMMONS MEDIA - Salt Lake City, UT  
May 2004 to December 2012

Conceptualized and executed ideas for new and existing clients at the four-station radio group. Overhauled production department and won the first of several Utah Broadcasters Awards. Oversaw all commercial production and developed announcer staff. Company merged with Simmons Media in 2010. Responsible for seven radio stations' advertising efforts at that time. Company again changed ownership and became Broadway Media in 2013.

### Education

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#### **99 credit hours completed towards B.A. in Mass Communications**

COLORADO STATE UNIVERSITY - Pueblo, CO

### Skills

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- Adobe Audition, Lightroom, Photoshop, Sony Vegas and many other software platforms. Award winning (ADDY, UBEE) audio producer and voice talent (10+ years)
- Adobe Lightroom
- Photography
- Adobe Creative Suite
- Adobe Photoshop
- Sales
- Capture One
- Adobe Premiere
- Social Media Management
- Video Editing
- Video Production
- Public Relations
- Journalism
- Content Creation
- Branding
- Communication skills
- Customer service
- English

## Links

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<https://pete-may.smugmug.com/>

<https://petemayvo.com/>

<https://www.linkedin.com/in/petemaybrandwidthmedia/>

## Assessments

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### **Written communication – Proficient**

December 2021

Best practices for writing, including grammar, style, clarity, and brevity

Full results: [Proficient](#)

Indeed Assessments provides skills tests that are not indicative of a license or certification, or continued development in any professional field.

## Additional Information

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<https://www.linkedin.com/in/petemaybrandwidthmedia/>