TONYA M. COOK

3683 Willow Tree Circle ~ Douglasville, Georgia 30135 ~ Cellular (678) 789-2006 ~ tonya.cook67@gmail.com

Dear Hiring Executive,

I am writing to express my interest in contributing to your organization in a role that leverages my extensive experience in broadcasting, community outreach, and technology management. With a career spanning over 25 years in diverse industries including radio, television, digital media production, and technology, I have cultivated a robust skill set in communication, project management, and community engagement. My tenure at Apple Inc. as a Manager, combined with my foundational experiences in broadcast operations, positions me uniquely to add value to your team. As detailed in the attached resume, my expertise encompasses technical support, event coordination, content creation, and team leadership. I am known for my ability to resolve complex issues, deliver high-impact stories, and inspire teams to achieve excellence. My core competencies include. Selected Career include:  
  
*Developing* and executing a weekly show on the Memphis Access Channel, achieving an audience of over 250,000 viewers. Conveying information in an accessible and engaging way.

*Leading* a team at Apple Inc. to provide exceptional technical support and customer service, enhancing the user experience for countless customers. Supervised over 50 advisors, ensuring unparalleled customer service.

*Writing* and producing content for Douglas County’s government channels, significantly improving the county's communication and connection with the community.

*Organizing* and managing major events for the Grace Walkers Center, directly supporting the homeless population with essential services.

*Enhancing* organizational visibility and community engagement through the strategic use of social media and digital platforms.

*Produced* photography for top entertainers such as, grammy winning article Triple Six Mafia, Cash Money, Scarface and J Blackfoot.

I know that my self-directed and collaborative approach to achieving goals makes me a valuable asset to any team. I am eager to bring my blend of experience, skills, and passion for broadcasting and technology to contribute to your team's success.

I look forward to the opportunity to discuss how my background, skills, and enthusiasm align with the goals of your organization. Thank you for considering my application. I am excited about the prospect of contributing to your team and I am available at your convenience for an interview. Thank you for your time and consideration.

Sincerely,  
  
*Tonya M. Cook*  
  
Attachment: Resume

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##### MEDIA SPECIALIST

Dynamic and creative professional with extensive experience in radio and television broadcasting, customer support management, and community outreach. Known for exceptional storytelling abilities, leadership in content creation, and a track record of driving significant media projects. Skilled in broadcasting operations, social media, and production, complemented by a strong background in government and corporate communication roles. Adept at leading teams to achieve excellence in content delivery and customer satisfaction. Seeking to leverage my expertise in a challenging role to drive organizational success and personal growth.

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#### CAREER HIGHLIGHTS & ACHIEVEMENTS

* ***Spearheaded*** numerous community outreach programs, significantly enhancing the organization's presence and impact within local communities. Led to the successful implementation of key initiatives aimed at providing support and resources to underserved populations.
* ***Authored*** several well-received publications, showcasing ability to craft compelling narratives that engage and inspire a wide audience. Expertise in storytelling demonstrated commitment to foster a deeper connection with the community.
* ***Developed*** and executed innovative digital and social media strategies that significantly increased online engagement and brand visibility. Enabling organizations to achieve remarkable growth in their digital footprint.
* ***Led*** the development and launch of a weekly show that attracted over 250,000 viewers, producing high-impact content that resonates with a broad audience. Met and exceeded expectations in terms of viewership and community impact.
* ***Recognized*** for exceptional leadership and communication skills, inspiring and mentoring over 50 advisors at Apple Inc. Directly contributing to enhancing team performance and achieving organizational goals.

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# PROFESSIONAL EXPERIENCE

*2015 - Present* ***Manager****, Apple Inc, Cupertino, CA*

* Provided comprehensive telephone customer support for both software and hardware issues, offering step-by-step solutions to complex problems.
* Collaborated closely with engineering teams to address and resolve known software update issues, enhancing product reliability and customer satisfaction.
* Trained, led, and managed a team of over 50 advisors, significantly improving team capabilities and service quality.

*2013 - Present* ***Coordinator****, Grace Walkers Center, Douglasville, GA*

* Implemented effective communication strategies with clients and employers to facilitate multiple projects and events successfully.
* Played a key role in financial reporting and tracking project progress, contributing to the organization's financial health and goal achievement.
* Organized vital events and provided essential support to the homeless, helping them obtain identification, transportation, and medical checkups.

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# PROFESSIONAL EXPERIENCE (Continued)

*2002 - 2004* ***Master Control****, ABC24, Memphis, TN*

* Orchestrated the seamless functioning of automated master control playlists, network operations, and transmission systems, fostering the attainment of top-tier broadcasting standards.
* Executed meticulous system evaluations utilizing advanced tools such as waveform monitors and vector scopes to uphold broadcast excellence.
* Spearheaded the enhancement of operational effectiveness by fine-tuning video streaming and satellite communication procedures, thereby facilitating uninterrupted broadcast operations.

*2002 - 2004* ***Master Control****, WMC, Memphis, TN*

* Ensured the smooth operation of automated master control playlists, network operation, and transmission systems, contributing to high-quality broadcasting standards.
* Conducted rigorous system measurements to maintain broadcast quality, using specialized equipment like waveform monitors and vector scopes.
* Enhanced operational efficiency by optimizing video streaming and satellite communication processes, ensuring seamless broadcast operations.

*2001 - 2004* ***On Air Personality****, University of Memphis, Memphis, TN*

* Implemented new software and programming updates to audio equipment, improving broadcast quality and efficiency.
* Coordinated live and recorded broadcasts, managing soundboards to ensure flawless audio delivery for various programming.

*2000 - 2003* ***On Air Personality****, Bott Christian Radio, Memphis, TN*

* Strategically liaised with technical personnel to troubleshoot and resolve any issues related to audio equipment, ensuring uninterrupted broadcast operations.
* Spearheaded the integration of cutting-edge technologies into the audio infrastructure, optimizing performance and bolstering the overall broadcast experience.
* Collaborated with cross-functional teams to coordinate both live and recorded broadcasts, adeptly managing soundboards to guarantee seamless audio delivery across diverse programming genres.

*1999 - 2001* ***Master Control****, WKNO, Memphis, TN*

* Managed automated master control playlists and ensured compliance with FCC and NET policies, rules, and regulations.
* Played a crucial role in transitioning broadcasting operations to digital platforms, significantly improving broadcast quality and operational efficiency.
* Implemented rigorous quality control measures, ensuring all broadcasts met or exceeded industry standards.

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**EDUCATION** ***Bachelor’s of Science,*** *University of West Georgia, Carrollton, GA*

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**TRANING/LICENSURE**

*Broadcast Operations & Management, Storytelling & Content Creation. Social Media Strategy, Community Outreach & Engagement, Team Leadership & Development, Government & Corporate Communications, Electronic Test Equipment, FCC and NET policies, Advanced Computer Literacy, Proficiency in the use of video servers, television equipment, and monitoring/test equipment, Apple hardware and applications from Apple Inc. University, Final Cut Pro, Pages, Keynote, Numbers, Microsoft Certification: Word, PowerPoint, Access, and Excel*

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**LEADERSHIP / PROMOTIONS**

Apple Inc.: Promoted to Manager, leading over 50 advisors in delivering exceptional customer service.

Grace Walkers Center: Organized and executed donation drivers, health fairs, and prayer events.  
Community Leadership: Actively involved in local outreach programs, contributing to the welfare and improvement of community services.

Media Specialist Intern: Oversaw the management and engagement of all social media platforms.

Douglas County Government Station: Worked in tandem with the Operations Manager to effectively meet the communication needs of the public, media, Board of Commissioners, County Administrator, and executive staff.

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**REFERENCES** Available upon request