

JULIE TRISTAN

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PROFILE

- Popular, 20-Yr TV & Radio Personality, On-Camera Talent/Host w 800,000+ weekly listeners
- Skilled and prolific MMJ, Producer, Social Media Influencer, 20K+ followers
- A High Output TV & Radio Pro, I love what I do and I'm known for giving my all

WHAT I DELIVER

- **Ratings:** Top ratings in coveted demographics
- **Endorsements:** Highest # = top revenue producer
- **Clients:** Strong rapport and major client following
- **Visibility:** An in-demand emcee, I host 30+ events annually

HONORS & AWARDS

- *Emmy* nomination, On-Camera Talent/Host
- iHeartMedia Awards: *Influencer*, 2018; *Leader in the Workplace*, 2015
- *Philanthropist of Year 2017*, Gateway Pet Guardians
- *KSDK-TV Star of the Week*, 2011, 2012, 2013, 2014
- \$50K PetCo Grant for Gateway Pet Guardians

MY TRADEMARKS

- 2+ jobs, 8 rescue dogs, in-demand as emcee, highly visible in community, high name recognition
- Humorous, quick-witted
- Always smiling, people say I'm contagiously positive and light up a room!

AWARD-WINNING, EMMY-NOMINATED MEDIA PERSONALITY ON-AIR TALENT, ANCHOR, HOST, PHOTOGRAPHER/EDITOR

Julie Tristan – an experienced, high energy/high output, always smiling, media pro. When I'm involved you get proven excellence and strong performance, viewership and ratings go up, clients are happy, bosses ecstatic.

- **Host, *Billy & Julie In the Morning*, 103.3 KLOU-FM, St. Louis MO**
- **MMJ & Host, *Features & Specials*, HEC-TV (Higher Education Channel)**
- **Anchor, MMJ/Reporter, Producer, *Show Me St. Louis*, KSDK-TV St. Louis (8 Yrs)**

PROFESSIONAL EXPERIENCE/CONTRIBUTIONS

iHeartRadio, St. Louis MO, 03/15 – Present

On-Air Talent/Host, *Billy & Julie In the Morning*, 103.3 KLOU-FM, and iHeartCustom, programming distributed to 30+ U.S. stations

- Presence on *B&J Show* key to dramatic ratings growth in coveted demographics
 - #1 morning show w Women all ages; #2 w Men all ages; #2 w Persons 25-54
 - Catapulted listener ranking from 12th to 1st place
- News Anchor-*News You Need*; Entertainment News/*Gossip-Trendin' with Tristan*
- Social Media Presence: **20K+ followers** on Facebook, Instagram, Snapchat, Twitter; blog on KLOU.com; Host bi-monthly podcast, *Life of a Fur Mom*
- Excel at fostering relationships with sponsors; consistently claim highest number of endorsements and considered a revenue-generating star
- As "Julie Tristan from 103.3 KLOU" I am visible presence of station and 1 of most in-demand emcees for community and public events, galas, fundraisers
- Often receive corporate recognition for "going above and beyond" with blog, podcast, volunteer work/community service

HEC-TV, Higher Education Channel, St. Louis MO, 02/16 – Present

Host, MMJ/Reporter, features programming and shows on Educate.today

- Host, producer, videographer and editor of well-received special programming while also working FT in Radio
- Write, Shoot (Canon 100), Edit (Final Cut), Produce, Host programs such as *Explore Archaeology*, *The Science Behind Roller Coasters*, *Explore Time*, *The Importance of Kindness*, *What It's Like To Be A TV & Radio Host*

***Show Me St. Louis*, KSDK-TV (NBC) and *STL Now* on ABC 30, powered by KSDK-TV, 02/07 – 03/15: Anchor/Host, MMJ/Reporter, Producer**

- Phenomenal success as Host of long-running 30-minute sales show resulted in expansion to full hour and Emmy nomination for On-Camera Talent/Host
- Daily packages & Prime Time Specials; scheduled stories and wrote show segments; arranged and hosted live interviews and cooking segments; coordinated Pet of Week; fill-in photographer/editor for KSDK Sports & News
- Produced/maintained social media activity; wrote/posted stories to KSDK.com and associated digital platforms; Emceed local events as KSDK personality
- Story-telling and production skills resulted in \$50K Petco grant to local NFP
- Ratings, popularity and revenues led to selection as News Anchor of 6pm and 10pm NEWS in addition to comprehensive responsibilities for *Show Me STL*

WHAT SPONSORS, GUESTS, AUDIENCES SAY

- "Above and beyond her top-level skills, what makes Julie so great is her positive attitude, adaptability and flexibility, willingness to try new things, her smile, ability to make guests and everyone on set feel comfortable ... she truly makes a difference in the workplace." (SMSL Executive Producer)
- "Clients appreciate her, guests respond to her, bosses trust her, audiences love her (and so do ratings)!" (A Manager)

PROFESSIONAL EXPERIENCE/CONTRIBUTIONS (continued)**CBS Radio (Y98.1, KYKY-FM), PT 01/14-03/15**

- **On-Air Talent/DJ** developing daily music and pop culture content, managing promos and contests, running remotes, writing/performing commercial voice-overs, taking meter readings, monitoring on-air music and commercial logs

Hubbard Radio St. Louis (WARH-FM), 04/08-10/13; (WMVN-FM), 02/07-04/08**On-Air Talent/Weekend DJ, WARH-FM and WMVN-FM**

- While working FT, M-F, at KSDK-TV on *Show Me St. Louis*, was recruited for **On-Air Talent/Weekend DJ** with Hubbard and seized opportunity (which included professional coaching) to master radio skills and on-air presence

HIGHLIGHTS OF PREVIOUS EXPERIENCE**Well-rounded experience profile in television, radio and public relations as Anchor, Host, Producer, MMJ, DJ, PR Specialist:**

- **Steve and DC Radio Network**, WVRV-FM, 01/05-09/06: Co-Host/Executive Producer of 5-Hr M-F Morning Show
- **Clear Channel Radio**, Total Traffic, 01/03-01/06: On-Air Talent/Producer
- **Brentwood City Cable TV**, 09/03-01/06: Host/Producer/Editor of tv show about local movies, music, entertainment
- **KSLQ-FM 104.5**, 07/02-12/02: Co-Host/DJ/Sales; music, commentary, interviews, promotions, revenue generation
- **CompuTraffic**, 08/02-12/02: On-Air Reporter/Producer; local promotions; maintaining website; commercial voiceovers
- **Charter Cable Television**, 01/02-05/02: Host/Features Reporter for live tv show about St. Louis happenings
- **Ozzie's Sports Bar**, 06/01-01/03: Emcee/DJ & Promotions Director planning and executing marketing and promos
- **KOMU-TV**, Columbia MO, 08/99-08/01: Weekend Anchor/Producer; Fill-In Morning News Anchor; Anchor/Producer NBC Today Show cut-ins; general assignment MMJ
- **Entertainment Tonight**, Los Angeles CA, 05-08/2000: Selected for highly competitive Internship as Script Supervisor Assistant/Production Assistant shadowing talent, producers, director, writers, graphic artists and other professionals

SOCIAL MEDIA INFLUENCER

- Technical proficiency and results-proven skills maximizing power of Twitter, Facebook, Snapchat, Instagram, YouTube, Vimeo, Pinterest, Google+, LinkedIn and Tumblr to promote clients, increase visibility/presence, facilitate influence
- 20,000+ followers on Social Media platforms attest to technical skill and savvy, and success at implementation
- Additional social activity includes popular podcasts and prolific blogging

ACHIEVEMENTS, CONTRIBUTIONS & PROFESSIONAL RECOGNITION: ADDITIONAL DETAIL

- Career pattern of developing strong relationships with audiences and sponsors, consistently achieving highest # of endorsements and building corporate reputation as guaranteed source of revenue
- In TV, Radio and online, my involvement always grows audiences/ratings, especially in key demographics
- Corporate and industry recognition includes: Emmy nomination (On-Camera Talent/Host); iHeartMedia Awards (Influencer 2018, for Best Social Integration-use of Social Media and Leader in Workplace 2015); KSDK-TV (Star of the Week, 2011, 2012, 2013, 2014, for exemplary job performance plus service above and beyond assigned duties)
- Key Member of Team honored with American Cancer Society's *Spirit of Hope Award* 2016
- Winner of \$50,000 PetCo Grant for Gateway Pet Guardians, St. Louis MO (gatewaypets.com), 2015

SKILLS

MMJ:	Shooting (videography), writing, editing, reporting, interviewing, story-telling, producing
Technical:	Canon 100, Osmo, Final Cut Pro X, ENPS, EDIUS, NX CAM, Avid, Vegas, WideOrbit, RCS, 360, Scott Studios, NexGen, VoxPro, Adobe Audition
Communication:	Relationship-building, outreach, networking, sales, customer service, team work, emceeing
Management:	Team leadership, project management, planning, delegation, organization, problem-solving ("the fixer")
Public Relations:	Outreach, networking, press liaison, press releases
Trademarks:	Positive attitude, curiosity, resilience, efficiency, high energy, excellent self- and time-management

EDUCATION

- Bachelor of Journalism with Minor in Theater, University of Missouri-Columbia