

# Ronald Salerno

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Portfolio: [ronnyosalerno.com](http://ronnyosalerno.com)

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## **Professional Experience:**

### **Cincinnati Public Radio - Cincinnati, OH**

#### **Digital Platforms Manager, Feb. 2019 - Present**

- Authoring marketing & editorial content with an emphasis on visual/social storytelling for the NPR-affiliated 91.7 WVXU FM station, as well as, Cincinnati's classical radio station 90.9 WGUC FM
- Developed and executed the launch of three new websites, two mobile applications, and an overall digital marketing/revenue strategy for the organization
- Serving as the primary photojournalist and a contributor to both on-air and online editorial content in collaboration with an award-winning news team
- Promoted twice within four years to current position

### **Ronny Salerno Photography ([RonnySalerno.com](http://RonnySalerno.com) / [QueenCityDiscovery.com](http://QueenCityDiscovery.com)) - Cincinnati, OH**

#### **Content Creator/Author/Photographer, Aug. 2009 - Present**

- Market, produce, and personalize photographic, multimedia, and editorial content for a variety of private and commercial clients
- Work has been featured locally with the *Cincinnati Enquirer*, *Cincinnati Business Courier*, *Dayton Daily News*; nationally with *ABC World News* and *NBC Nightly News*; and internationally with *The Daily Mail*
- Develop, select, and author content for online publication/blog dedicated to human interest stories, history, and photographic essays
- Authored the nationally published "Fading Ads of Cincinnati" book with The History Press in 2015

### **SORTA/Cincinnati Metro - Cincinnati, OH**

#### **Electronic Media Coordinator, July 2016 - August 2018**

- Executed effective and timely written, video, photographic, web, and social content for the Cincinnati Metro bus system and Connector streetcar/light rail system
- Created and implemented public awareness campaigns while monitoring analytical results of outreach effectiveness
- Contributed to a team that received Awards of Excellence from the Public Relations Society of America in 2016, 2017, and 2018

### **Apple - Cincinnati, OH**

#### **Inventory Specialist, Dec. 2012 - July 2016**

- Managed diverse and sophisticated multimillion dollar product inventory
- Provided training and education for new associates, as well as, customers

### **Interbrand - Cincinnati, OH**

#### **Commercial Photography Contractor, Jan. 2012 - July 2015**

- Specialized in portraiture, brand identity, and product studio photography
- Developed major project presentation strategies for organizations such as Kroger, P&G, Special K, Banquet, and Miller Lite

### **Kings Island Amusement Park - Mason, OH**

#### **Area Supervisor, Apr. 2007 - Nov. 2012**

- Supervised, trained, disciplined, developed, and provided safe working environment for up to 150 associates
- Initially served as line associate, promoted four times to final position

## **Education:**

### **Northern Kentucky University - Highland Heights, KY**

#### **Bachelor of Arts in Studio Arts, May 2013**

- Competed for and received the Schiff Family Photography Scholarship