

Rhett Butler

General Manager | Syndication Director | Producer

14 years On-Air, Programming, Marketing, and Production Experience
Format Development, Station Automation, and Traffic Log Integration
Weekly Production of 2 Internationally Syndicated Radio Shows

General Manager 01/2020 -
RetroRock Radio Network retrorockradio.com Santa Clara, CA

Maintaining media relations || Executing station promotions
Executive Producer of two Internationally Syndicated Radio Shows,
"RetroRock Rewind" and "The Grunge Garage"

Developed Modular Production System allowing for easily repeatable,
reliable, and documented production steps to accommodate multiple
locations / individuals contributions to the weekly shows creation.

Program Director/PM Drive 08/1991 - 05/1994
KPAC 89.7 fm | 530 am Stockton, CA

Founder of the Campus radio station
Developed the format based on campus polling
Created and marketed station sales packages

Z-Rock Intern 05/1992 - 08/1992
Z-Rock - ABC Satellite Music Network Dallas, TX

Also an intern on... "The Heat" (CHR), and "Star Stations" (AC).
Designed "New" Alternative Rock Format using Selector SW.

AM Drive Air Talent 06/1991 - 05/1992
KRQC 103.9 fm "K-Rock" Monterey, CA

Regular Production load
Occasional station promotions

Fill-in PT Air Talent / "The Van Man" 9/1987 - 07/1989
KTXQ 102.1 fm "Texas' BEST Rock" Dallas, TX

Cover regular part-timers on vacation
"The Man in the Van" promotions group on remotes and events

Overnight Air Talent 05/1985 - 02/1987
KRIX 95.5 fm "The Rock N Roll Airforce" Brownsville, TX

Overnight Air Talent
Regular production load (Write & Record).
Show MC for the station

Overnight Air Talent 08/1982 - 05/1985
WYNU 92.3 fm "The NU 92 FM" Jackson, TN

Overnight Air Talent || Regular production load (Write & Record).

[Silicon Valley Hi Tech Career \(1994—2020\) Resume](#)

ALSO Available by Request

Portfolio:

retrorockradio.com/talent

Linked-In:

linkedin.com/in/rhettbutler

Phone: (+) 1-510-612-9447

Email: rhett@retrorockradio.com

EDUCATION

University of The Pacific - Stockton, CA
Cum Laude Graduate

Bachelor of Arts: Communications

Minor in Computer Science

Ralph Guild Broadcasting Scholarship
Recipient (3 years)

Founder—KPAC

Campus Radio & TV Stations

SKILLS

Broadcast & Production Software:

NextKast | RadioDJ | PlayOut One VT
Pro | NCH Production Suite | SONY
Sound forge | Audio Tonic | Selector |
MusicScan | Power Gold | Virtual DJ |
Any Desk | Rocket Broadcast PRO |
BuTT

Web Development Software:

WPBakery | Elementor | "On-Air 2"
WordPress theme | Jetpack | Google
Drive | Dropbox | Feedzy | WP Social
Ninja

Business Software:

Teleconference: Webex | Lync Office |
GoToMeeting | Zoom

LMS Administration: Litmos | Success
Factors | Blue Sky eLearn