

Heather Batezel

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EDUCATION

Rider University- Westminster College of the Arts, Lawrenceville NJ
Bachelor of Arts in Arts Entertainment Industries Management, May 2024

Minor: Radio and Podcasting

Concentration: Commercial Music Industry

WORK EXPERIENCE

iHeartMedia NYC- Promotions Assistant

October 2025- Current

- Assisted with Z100 Jingle Ball social media efforts, capturing backstage content, artist engagement opportunities, and red carpet exclusives for listeners and fans.
- Capture and recap promotional events via photos, video, audio, social media, etc
- Execute promotions such as remotes, client events, van appearances, and other marketing activations
- Assist with station contest creation, creating landing pages for contests, and contacting/mailling winners

Press Communications, Neptune, NJ - Promotions Assistant

September 2024- October 2025

- Represent the station at events, engaging listeners and crowds with entertaining, on-brand presence
- Execute events from start to finish (coordinating with on-site contact, handing out station giveaways, setting up and breaking down equipment, including sound systems
- Assist with contest fulfillment, calling prize winners, and delivering to various winners
- Assist with the technical execution of live remote broadcasts, setup, and breakdown of Comrex, mixer, and microphones, etc.
- Serve as a liaison between on-air talent, station, listeners, and clients

Warner Music Group, Business Development - Interval Presents (Podcast Production and Operations Intern) September 2023- December 2023

- Assisted with podcast network operations and podcast strategy
- Responsible for weekly operations, reviewing/QCing episodes, and distribution of shows such as Underwater, Amplify Color, Drink Champs, and Rap Radar and assisted in new show setup/launch
- Supported managing production schedules across the network slate
- Participated in YouTube distribution and video asset creation
- Explored podcast marketing strategies and executed monetization strategy through dynamic ad insertion
- Assisted in strategic operations support, updating metadata and analytic databases
- Collaborated with production teams, providing valuable feedback on new podcast pitches and extensive feedback on upcoming podcast releases

Music Managers Forum, Remote Position

Media and Marketing Intern - January 2023- June 2023

- Created promotional artwork for events, summits, and webinars
- Distributed a weekly email update to Music Managers Forum members
- Assisted in membership correspondence

The Rocks Management, Remote Position

Artist Management Intern- August 2022-December 2022

- Created posts and promoted content for The Zombies, Colin Blunstone, AJ Smith, and The Know Your Crazy Book
- Executed record store marketing research for The Zombies 2023 United Kingdom tour
- Requested AJ Smith's songs to pop and rock radio stations around the world
- Worked with TikTok, Instagram, Twitter, SoundCloud, Bandsintown, Daily playlists, and Spotify For Artists

Social Media Management Freelance- August 2024- June 2025

- Managed and curated content for client Bruce Sudano's Instagram and Facebook
- Developed and implemented social media release strategies, including single teasers, presave campaign marketing, and call-to-action/fan engagement posts
- Created engaging, on-brand content, including posts, videos, and graphics, to connect with fans
- Maintained and managed content calendars, ensuring strategic, timely posts across all social media

107.7 The Bronc WRRC, Lawrenceville, NJ

Social Media Director- September 2022- May 2024

Social Media Director (TikTok)- September 2023- May 2024

- Managed all social media accounts (Instagram, Facebook, TikTok, and YouTube
- Worked with the general manager and executive team to create exclusive promotions and contests
- Developed creative concepts with sponsors and market sponsors to the targeted group of young adults
- Researched and executed social media trends to reach a wide range of our targeted audience and gain exposure on various platforms
- Tracked and analyzed key performance indicators related to TikTok performance, including views, likes, shares, comments, and follower growth.

LEADERSHIP, ACTIVITIES COMMUNITY INVOLVEMENT

Member Alpha Xi Delta

External Marketing Director- 2022- 2023

Chapter Events Director - 2021- 2022

107.7 The Bronc WRRC

Podcast Host (The Bronc Buzz)- 2021- 2024

Podcast Host(Getting Down To Business)- 2023-2024

On-Air Host- Blondes Gone Country - 2024 - Current

Member- Grammy U- 2021- Present

Stage Chair, Student Entertainment Council-
2022-2023

AWARD NOMINATIONS

Intercollegiate Broadcasting System College Awards
2023- Best Social Media Nominee

NAB Marconi Awards 2022- Best College Radio Station
Nominee with 107.7 The Bronc

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Nominee with 107.7 The Bronc

Intercollegiate Broadcasting System College Awards
2023- Best Show Open "Grow Up Blondie" Nominee

AWARDS

**INTERCOLLEGIATE BROADCASTING
SYSTEM COLLEGE AWARDS 2023-BEST
COLLEGE RADIO STATION**

SKILLS

Computer- Google Suite, Microsoft Office, Mail Chimp, HubSpot, Promosuite, Omny.fi, Coda, Box, Spotify For Artists and Audience.io

Social Media- Instagram, Facebook, Twitter, TikTok, YouTube Studio

Video Editing- Adobe Premiere, Apple iMovie, CapCut

Graphic Design- Canva

Audio Production- Adobe Audition, Music Master, Wide Orbit

Administration- Box Office Associate

Vocal Lessons- 2014- 2022