

Phil Harris (Philip R. Vavra)

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Professional Summary

Versatile communications professional and content creator with extensive broadcast and digital media experience. Dedicated to serving clients and community.

Skills

Digital content creation, social media strategy, SEO, copywriting, blogging, editing. Storytelling, broadcasting, audio production, podcasting, event hosting, fundraising.

Tools

WordPress, Yoast, Parse.ly, Social News Desk, Hootsuite, PromoSuite, vCreative. Adobe CS, Avid Pro Tools, Omny Studio, VoxPro, WideOrbit, AudioVault, NexGen.

Career Experience

Media Personality/Asst. Digital Program Director — Multimedia content & marketing.
Beasley Media Group, Charlotte | 2013-2024

- Hosted interactive solo and team shows (AM & PM Drive) on WKQC-FM.
- Increased brand exposure via video, digital, and social media platforms.
- Created daily blog content for cluster websites.
- Delivered results as trusted spokesperson for local and national advertising clients.
- Key participant in annual charity fundraisers.
- 2021 Digital Superstar Award.

Advertising Account Executive — Connected local businesses with target audience.
McClatchey Broadcasting Company, Raleigh | 2012-2013

- Led qualified prospects through comprehensive needs analyses to develop, present, and execute targeted broadcast, digital, and interactive event marketing strategies.
- Maintained accurate sales metrics and detailed CRM.
- Negotiated media buys with local direct and agency accounts.

Media Personality/Audio Advertising Producer — Broadcasting, production, writing.
Clear Channel (iHeartMedia), Charlotte | 2000-2012

- Host of highly-rated midday show and live events for WLYT-FM.
- Wrote and produced commercials on short deadlines for five-station cluster.
- Published original blog content on station's website.
- Hosted and produced annual Children's Miracle Network fundraising broadcast.
- 2007 Production MVP Award.

Volunteer Experience

Deacon/Pastoral Panel

St. John's Baptist Church, Charlotte | 2023-present

Congregational communication, connection, and care.

Chair/Membership Resource Team

St. John's Baptist Church, Charlotte | 2017-2022

Led efforts to enhance church life experience for prospective members.

Martha Miller and J.P. Hackney, Sr. Scholarship Committee

St. John's Baptist Church, Charlotte | 2016-2021

Awarded college scholarships to children of church members.

Media Center Volunteer

Chantilly Montessori School, Charlotte | 2013-2016

Assisted elementary school students with online navigation and digital learning modules.

Checked out, shelved, and weeded printed and recorded materials.

Public Relations Director

Plaza Presbyterian Church, Charlotte | 2002-2005

Wrote and disseminated media releases about church events and activities.

Education

Certificate, Web Design and Publishing, University of North Carolina at Charlotte

Bachelor of Arts, Communication Studies, Duquesne University