



MICHAEL DICKES

PD & teacher passionate about empowering others with spiritual wellness & personal growth for balanced & compassionate living.

Los Angeles, CA

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(206) 777-5088

- Servant leader with 20+ years of management and business experience. A passionate organizer of day-to-day activities, including optimizing resources to maximize operating efficiencies and profits.
- Exceptional ability to foster and retain highly motivated staff.
- Superb communicator and collaborator who builds lasting relationships.
- Possesses a blend of conceptual and visionary thinking to define objectives, analyze systems, and create solutions.
- Reputation for being focused, creative, and self-motivated.

Authorized to work in the US for any employer

WORK EXPERIENCE

Director of Content

Ashby International - New York, NY

October 2012 to Present

This is a private firm that works as business and marketing support to a small group of published novelists. Employed as a freelancer, I have been charged with a consistent and regular set of duties by Ashby International since the Fall of 2012. I have used my technical skills to successfully create a variety of social media content, voice over, and general support with computer and equipment operations.

Project Manager

APC Communications - New York, NY

2010 to Present

Led all aspects of business and creative operations to provide and coordinate production and media related services for writers, filmmakers, and educators. Services included: Audio & Video Production, Voice-Over Narration, Music Production, Website & Graphic Design, Content Creation and Photography. Simultaneously planned, organized, and executed multiple projects to achieve client goals effectively, efficiently, on time, and under budget.

- To create brand awareness, designed and executed interactive online networking platform where writers, artists, filmmakers, and composers could share ideas and collaborate.
- Designed, produced and published successful podcast that showcased creative forms of storytelling and featured informative content and interviews with industry leaders.
- Directed a team of four writers to create and publish content.

- Systemized a comprehensive communications strategy for work-from-home staff, facilitating seamless collaboration, asset management and resource sharing.

A few projects of note:

- Author Cherise Wolas (MacMillan Publishing) - Coordinated and executed photo shoot of author featured on book sleeve and in media promotions, including articles in NY Times Book Review and Huffington Post.
- Actress Jade Anouka (BBC. ITV) -Managed logistics and production services for Anouka's video Disappointment, featured at The International Film Festival in Athens, Greece (2015).
- Collaborated with MacMillan Audio team to co-produce audiobook narration for The Resurrection of Joan Ashby (Flatiron Books, 2017).

Mental Health Counselor

Recovery Innovations International - Wenatchee, WA

April 2010 to April 2012

Worked in recovery model emphasizing client-to-counselor relationship. Responsibilities included: identifying client goals, creating state-mandated treatment plans, documenting progress, crisis-support and wellness checks, managing sentinel events, advocating while inspiring self-advocacy, taught recovery and life skills in individual, group, home or jail settings, coordinated care with natural supports, created special-population consults, assessed depression, anxiety, and Global Assessment of Functioning.

Operations Manager

Dirkse Roofing - North Central, WA

2006 to 2010

Purchased, restructured, and revitalized existing business:

- Analyzed existing systems using Business Process Modeling and User Stories.
- Installed more precise method of materials estimating per project and led staff re-training, eliminating waste and increasing workflow efficiency.
- Added services to maximize profit potential.
- Built market awareness via community interaction and media advertising.
- More than doubled the net profit of previous owner within one year.
- Oversaw day-to-day management of business.
- Supervised two 3-man crews with servant leadership model and bonus incentives.

Professional Experience Cont'd

Program Director / On-Air Host

Icicle Broadcasting - Leavenworth, WA

2002 to 2006

Challenged to revitalized station sound and image at KOHO FM.

- Researched, developed and orchestrated market-unique format, showing dramatic leap in station's market rank from #13 to #1 within six months, resulting in market ranking increase from #13 to #1.
- Worked side by side with Sales staff to create new business promotions, resulting in continuous month-over-month increases in revenue.
- Above efforts greatly contributed to an increase of 52% in advertising sales.
- Recruited and managed top on-air and production talent in region.
- Created and led staff on system of standards, practices and routines, streamlining efficiency and consistency of on-air product.

- Assisted with equipment maintenance and technical support.
- Provided guidance, support and training for on-air staff.
- On-air host of morning show with an average of 50,000 listeners.

Music Director/On-Air Host

KOZI AM/FM - Chelan, WA
2000 to 2002

Chosen by Management to overhaul Music Programming at KOZI AM/FM.

- Replaced outsourced music service with in-house programming, improving quality and cutting operational costs as a result of the switch.
- Designed and executed new music format based on market research and benchmark models appealing to target demographic.
- Designed and installed voice-tracking system to replace overnight satellite service, eliminating expense without increasing labor costs.
- On-air host of mid-day program, filling in other day parts as needed.

Sales and Operations North Central Broadcasting

KLVH FM
1998 to 2000

Responsible for initial sales efforts and general operations of radio station start-up.

- Key member on team awarded New Business of the Year 1998 by Chamber of Commerce.
- Built market awareness by meeting with area businesses and community stakeholders.
- Managed two part-time staffers.
- Represented station at community events.

EDUCATION

Associate

SKILLS

- **Operations**
- **Project Management**
- **Budgeting**
- **Infrastructure**
- **Process Improvement**
- **Leadership**
- **Profit & Loss**
- **Staff Management**
- **Meditation Guidance**
- **Mantra Chanting**
- **Yogic Breathing**
- **Content Creation/Marketing**

- Michael Dickes
- michaeldickes@verizon.net
- Scheduling
- budget
- Maintenance
- Customer Service
- Outlook
- Estimating
- Word
- Minfulness
- Content Marketing
- Content Creation

CERTIFICATIONS AND LICENSES

Driver's License