



JOEY FORTMAN

MULTIMEDIA PERSONALITY & DIGITAL MARKETER

CURRENT MEDIA POSITION

KCBS - SAN FRANCISCO

2022-CURRENT

REPORTER

- Bay Area based on-air and digital story teller bringing news, traffic and lifestyle content to the top rated radio station in San Francisco.

MEDIA & MARKETING EXPERIENCE

FOUNDER, REALITY MOMS

2010-CURRENT

REAL MOM MEDIA - INFLUENCER MARKETING AGENCY

- **Multi-Media Personality - Joey Fortman**
- Consumer Brand Spokesperson
 - TV/Radio satellite & ground media tours
- Parenting & lifestyle contributor: National & local
- Today Show, Good Mornings America, FOX, The Talk, Dr. Phil, Kelly & Ryan, Redbook, Parents, Dr. Oz & more
- **Influencer Marketing Agency - Reality Mom Media**
- Content Creator & Digital Strategist for Reality Moms
- Influencer Marketing Agency Owner
 - Scaled own company & billed over a million dollars
- Social & influencer programming expert

RADIO / TV EXPERIENCE

96.5 KOIT SAN FRANCISCO

2019-2022

MORNING HOST

- Top 5 (P 25-54 & W 25-54)
- Content Creator & Digital Strategist
- Influencer Marketing Consultant (Real Mom Media)
- Built & implemented an Influencer/Talent Marketing plan

WPHL TV - BETTER PHILLY

2008-2012

LIFESTYLE HOST

- Host of adult lifestyle tv show
- Assisted in sales and digital content development

NOW FM 97.5 PHILADELPHIA

2008-2010

AFTERNOON HOST 3-7p

- Early innovator of social media & video content creation
- Sales calls and commercial production

BEN FM - 95.7 PHILADELPHIA

2008-2009

MIDDAY HOST 10-3p

- Managed production and digital development

CONTACT

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www.RealityMoms.com

www.JoeyFortman.com

SUMMARY

While hosting major market tv and radio in Chicago, Philadelphia and San Francisco, I built an omni-media career with two decades of experience.

As a travel, tech and toy lifestyle media contributor I help brands reach new audiences on tv shows like The Today Show, GMA and more.

With Real Mom Media, I negotiate brand deals for over 250 influencers across the US and Canada. I also lead content development, marketing, design, and creative. Plus I manage a team of skilled creators so I understand the value of digital.

SKILLS

- Top rated on air talent
- Entrepreneurial mindset
- Strategic content creator
- Marketing & branding
- Business development
- influencer agency & sales

EDUCATION

MURRAY STATE UNIVERSITY

Musical Theater

Dance & Mass Communications

REFERENCES

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