

WDDA Window & Door Dealer Day



Paula Peterson
Senior Media Strategist
Salem Media Chicago

Paula Peterson is a Senior Media Strategist for Salem Media Group and Salem Surround Digital in Chicago, IL.

Shortly after receiving her degree in Theatre and Broadcast Communications from the University of Illinois at Chicago, Paula launched her career in advertising sales. Starting as a national sales assistant at Christal Radio / Katz Radio Group on Michigan Avenue. Her passion for all things radio soon led to an Account Executive position selling over 400 radio stations. However, it was her devotion to the News Talk format that led her to WGN Radio as a National Sales Manager working at the legendary, heritage station.

After 15 years with Christal Radio/WGN Radio, Paula was brought on by CBS National Radio Sales and went on to bill over \$10 Million Dollars in both agency and new business developed dollars for the group. The opportunity to be under the Interep Radio Group umbrella opened the door to extensive media training which included digital marketing in it's infancy.

In 2008, Paula got a call to join AM 560 WIND Radio/Salem Media Chicago as a senior sales account executive. She jumped at the opportunity to dive into local direct sales and has now built rapport and professional relationships with many business owners in the Chicago area.

Today, Paula manages a full book of business that integrates audio with digital media. With the digital marketing of Salem Surround and the Salem Media lineup of radio stations, she can offer a full compliment of strategic media solutions bringing proven results to her clients.

Fun facts about Paula

- Lives in the Western suburbs of Chicago
- Loves outdoor adventures with her husband Mike and older kids Abby and Joe
- Loves to water ski and kayak

You can follow Paula on:

- Facebook as Paula Julian Peterson
- Instagram as pjpeterason425
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