

Jason McPherson

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Lincoln, CA

95648

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Email:

Summary of Qualifications

Experienced and energetic professional with 18 years experience in the Hospitality and Radio/Television industry. Key skills include:

- Progressive innovative individual who is highly motivated, energetic, and conscientious
- Competent and dependable supervisor, who is recognized for his leadership, flexibility, and team building
- A former manager of restaurants, pubs, bars, and radio stations with excellent interpersonal and management skills
- Team Development
- Strong Organizational Leadership
- Adapts easily to new environments
- Continuous learner

Computer proficiency (Word, Excel, Windows, Squirrel, POS, and Cool Pro)

Work Experience

TAPPS Neighborhood Pub

- Bartender
- Served patrons and VLT players
- Dealt with large amounts of money
- Opened and closed pub four to five nights a week, including the balancing of VLT's, liquor, and beer counts

Country 95.5/93.3 The Hawk

- Promotions Director for two sister radio stations in Lethbridge, AB
- Created on air excitement to gain new listeners and maintain the loyalty of our regular listeners through exciting contests and events
- Supporting the community with their events such as fundraisers, local business events, and annual festivals
- Main contact and representative of the stations
- Developed marketing strategies and proposals for clients, businesses, and main events
- Direct sales and contra agreements with clients and businesses
- Involvement in the community to ensure the success of many main awareness events, such as: Breast Cancer, MADD, Toys for Tots, and Operation Red Nose
- Organized coordinator using a team of sales representatives and announcers to manage and complete a successful multitude of successful events

Country 95.5/93.3 The Hawk

- Producer for two sister radio stations in Lethbridge, AB
- Worked with several advanced computer programs and sound equipment to create on air commercials and promotions
- Worked with clients specifically on their creative copy, voices, ideas, and sound effects for their commercial spots
- Created hundreds of commercials monthly under strict deadlines and time slots
- Participated in all station events

Fairmont Jasper Park Lodge

- Captain Server of the Emerald Lounge
- Supervisor and leader of a great team of servers, bartenders, and runners
- Setting the highest standards and providing great service for the ultimate guest experience through empowerment, knowledge, and overall guest satisfaction
- Provided assistance to other departments: Edith Cavell, Beauvert Dining Room, Moose's Nook, Meadows Café, Bars Department, and Golf course