

MARK MCKENZIE

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OBJECTIVE

As a professional with more than 15 years of media experience and an excellent record of success, I am seeking a position that will allow me to further grow my talents in a setting that will also utilize my expertise in broadcast and social media, content creation, talent coaching, audio/video editing, and digital marketing.

SUMMARY OF QUALIFICATIONS

- Proven success in generating Sales and Revenue while keeping budgets in line
- Years of working experience with key players in the music and entertainment industries
- Well-equipped expert in radio, tv, and social media branding and marketing
- Experience with hiring and coaching talent
- Proficient in content creation for Instagram, Facebook, Twitter, and TikTok
- Winner of the 2018 Worldwide Radio Summit "International Radio Personality of the Year" Award for my outstanding contributions to the International Radio Industry

PROFESSIONAL EXPERIENCE

Bell Media

Music Director & Morning Show Host

Windsor, Ontario

Nov. 2007 – Nov. 2020

- Created, Programmed and Maintained music database and clocks daily in MusicMaster and Wide Orbit
- Executed revenue generating Sales, Marketing and Programming contests and promotions
- Cultivated strong relationships with business leaders, industry professionals, and partner organizations
- Executed format change from Alternative to Mainstream Rock
- Maintained excellent relationships with the key players in the music and entertainment industries
- Programmed, Produced, and Hosted weekday Morning Show on 89X CIMX-FM
- Fill-In Talk Show Host on AM800 CKLW-AM
- #1 Morning Show with Men and #2 with Women in Windsor-Essex (Fall 2018)
- Increased Morning Show ratings from 3.1 to **18.8** (Males 25-44, Fall 2018)
- Increased Morning Show ratings from 1.8 to **11.3** (Adults 25-54, Fall 2018)
- Increased station overall ratings from 3.2 to **10.0** (Adults 25-54, Fall 2018)

Cur Media

Content Creator & Genre Manager

Windsor, Ontario

Jul. 2016 – Jul. 2018

- Cultivated strong relationships with business leaders, industry professionals, and partner organizations
- Created, Programmed, and Maintained genre playlists for in-app music streams
- Worked closely with Management and Promotions Department in planning Marketing strategies

Mark McKenzie Productions

President

Windsor, Ontario

Apr. 2011 – Dec. 2013

- Produced live events and productions within the Windsor-Essex area
- Negotiated contracts with Agents and Management companies
- Managed budgets and financial operations
- Set-up Accommodations, Catering, Media Interviews, and Riders for entertainment

MBS Radio

Operations Manager, Music Director & On-Air Host

Charlottetown, PEI

Jan. 2007 – Nov. 2007

- Oversaw Programming and Budgets for three multi-format radio stations in Prince Edward Island, Canada
- Coached and Hired talent for On-Air, Marketing, and Creative Departments
- Successfully executed format flips for two of the three radio stations which resulted in increased revenue
- Executed revenue generating Sales, Marketing and Programming contests and promotions
- Maintained excellent relationships with the key players in the music and entertainment industries

Newcap Radio

Music Director & Afternoon Host

Thunder Bay, Ontario

Feb. 2006 – Dec. 2006

- Created, Programmed and Maintained music database and clocks daily for Classic Rock format FM station
- Maintained excellent relationships with the key players in the music and entertainment industries
- Worked closely with Management and Promotions Department in planning Marketing strategies

Rogers Sports & Media

Music Assistant & On-Air Host

Sudbury, Ontario

Aug. 2005 – Feb. 2006

- Maintained music database and scheduled music for Active Rock format FM station
- #1 rated Evening Show in Greater Sudbury area
- Maintained radio station website and blogs

Blackburn Radio Inc.

On-Air Host

Chatham, Ontario

Jun. 2004 – Aug. 2005

- Produced Windsor Spitfires OHL hockey game on CKUE-FM
- On-Air host for three FM radio stations in Southern Ontario
- Assisted with maintenance of radio station website

EDUCATION**Specs Howard School of Media Arts**

Radio and Television Broadcasting Graduate

Southfield, Michigan

2004

Catholic Central High School

High School Graduate

Windsor, Ontario

2000

COMMUNITY INVOLVEMENT**Giovanni Caboto Club**

Member

Windsor, Ontario

2019 – Present

Easter Seals Windsor-Essex

Telethon Host

Windsor, Ontario

2016 – Present