

KAREN "DUCKIE" MASSEY

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ON-AIR TALENT

Versatile and experienced radio broadcasting professional with an English Accent, an excellent sense of humor, great interpersonal skills and expertise in on-air hosting, sales/marketing, technical operations, and production.

PROFESSIONAL EXPERIENCE

KITE Radio / KBUC Radio / KONO Radio, San Antonio, TX

On-Air Talent (MOR, Country, Good Time Oldies, respectively)

Hosted broadcasts, oversaw technical equipment, trained colleagues on taking meter readings, tested functionality of equipment, voiced commercial production, scheduled guests for interviews, successfully retained and grew audience in San Antonio.

KXOL Radio, Fort Worth, TX

On-Air Talent (Rock and Roll)

Co-hosted the "Casey and Duckie" morning show, scheduled talent, oversaw hosts (on-air/off-air duties), operations (control boards/programming), dubbed music, programmed automation, selectively handpicked callers, upheld compliance/censorship rules, and executed successful promotional events (Dallas Cowboys Try-Outs/ Red Submarine Dealership Event).

KIKK Radio, KRLY Radio, and KULF Radio, Houston, TX

On-Air Talent (Country and Rock and Roll) Directed and hosted multiple shows for various Radio stations across Houston.

Voice over commercial production and music, scheduling guests for interviews on the show, and supporting promotions.

KLAR Radio, Laredo, TX

On-Air Talent (Country)

Hosted on-air, aired pre-planned segments (syndicated, automated, live), listening and censored unapproved phrases/words, and engaged with callers in English. Executed on-air/off-air activities including fundraising and promotions.

- Established organization Citizens Helping All People Serve (C.H.A.P.S) to serve community (Sacred Heart/Church).

BAYWOOD HOTELS, San Antonio, TX

Director of Sports Sales, 2005 – Present

Directing sales functions and presentation, including strategy development, sales, group sales negotiation efforts, forecasting, yield management, and RFP bidding. Leverage expertise to continually outpace competitors and capture revenue/room sales (exceeding goals). Ensure client satisfaction throughout sales/post sales concurrently sustaining partner communication channels. Deliver client support, implement marketing plans, and cultivate repeat business/referrals. Distribution of collateral to clients

- Improved brand recognition with presentations (positioning brand as destination of choice) by nurturing key relationships with stakeholders/influencers (18 properties/2,000 rooms within portfolio).
- Collaborated with property GM to strategize/initiate promotions boosting off-season business/traffic (significantly increased revenue).

Additional Experience

On-Air Talent, RADIO STATIONS IN SAN ANTONIO, HOUSTON AND LAREDO, TX: Oversaw full distribution of on-air/broadcasting

Advertisement/Sales Representative, HOUSTON MONTHLY MAGAZHoustone, TX: Executed advertisement sales.

Sales Manager, HAMPTON INN-SIX FLAGS, SA, TX: Formulated/executed marketing plans (120-room property).

Program Manager, AMERICAN RED CROSS, SA, TX: Marketed health/safety programs to business community.

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SELECTED PROJECTS

Citizens Helping All People Serve (C.H.A.P.S.)

KLAR Radio Laredo: Formed Organization/ Provided A/C for Sacred Heart Children's Home, Church, Nuns Quarters

Submerged in Small Red Submarine in Upright Pool

Fort Worth Radio: Promotional Event (Car Dealership)

Promoted to clear the lot, surprise repossession beat us to it

Dallas Cowboys Try Out (As Catcher for extra points)

KXOL Radio Ft. Worth: Directing Promotional Events

Tossed my hat in for try outs, didn't quite make the cut

On-Air Talent (Hosting-Multiple Stations)

Radio Station: Rock and Roll Music, Country Music

Provide support in News Dept., Promotion Details, Hosting

EDUCATION/TRAINING

Bachelor Degree in Communications/Marketing, Folkestone College, Kent, England

Certificates & Licensures:

Business Technology Certification, National Institute of Technology, San Antonio, TX

Federal Communications Commission (FCC) General Radio Broadcasting License, Elkins Institute, Houston, TX

Professional Development:

Sales & Service Foundation | Group Sales Agreements (Marriot Global University, 2015)

Sales Apprentice Training (Choice Hotels Intl, 2006)

Management Summit-Ethics, Cost Control, and Personnel Issues (ZMC Hotels)

Sales Skills I & II Certification (Hilton Hotels)

Affiliations: C.H.A.P.S, Founder/Fundraiser | **San Antonio Hotel Lodging Association**, Member | **San Antonio Chamber of Commerce**, Member | **National Concierge Association of San Antonio**, Member | **Monte Vista Historical Association**, member | **The Society of San Antonio Radio Broadcasters**, Member

Additional Skills: Sales & Marketing | Broadcasting/Programming | Adobe Audition | Relationship-Building | Team Leadership | Relationships Management | Strategic Planning | Living/Travel Abroad | Client Engagement | Education/Outreach | Fundraising/Charity | Retention | Revenue Generation | Consultative Sales/Services | Contracts & Negotiations | Problem Resolution | Referrals/New Business | Competitive Analysis | Training/Staff Development | Client Database | Windows 95, Word, Access, Excel and Email