

# BOB CANN

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## SUMMARY OF QUALIFICATIONS

- Extensive experience in the media and commercial broadcasting industry, including but not limited to: Creative Director (2005-2007), Senior Creative Writer and Host (2007-2013), Afternoon Drive Host (2009-2013), Music Director (2010-2013), Assistant Program Director (2012-2013), and currently Operations Manager (2013-present).
- Created and implemented branding, sales, and promotional campaigns for hundreds of clients throughout Canada; including National promotional materials for CTV-GlobeMedia radio stations in Calgary, Vancouver, Edmonton, Toronto, and Montreal.
- Implemented a commercial advertising infrastructure for 92.3 FRED-fm in Fredericton. This included the development of system guidelines and the management of daily traffic deadlines for programming, creative and sales departments; keeping a team on schedule to meet an annual budget of \$1.5 million.
- An established professional network and solid reputation with local media in several cities across Canada, as well as local government officials and dignitaries.
- Conceived and crafted over 5,000 commercial and promotional scripts, concepts, and campaigns; locally and nationally.
- Conceived and crafted over 2500 imaging pieces to brand and re-brand radio stations.
- Recognized by both the Radio Marketing Bureau and Newcap Radio Inc. (80+ stations across Canada) for outstanding creative commercial copy.
- Experience managing teams up to 10 persons: mentoring junior creative writers and inexperienced account managers to ensure desired creative results, and managing on-air personalities. This includes, but is not limited to: talent development and mentorship, ensuring content resonates and engages target audiences, social media monitoring, promotional development, payroll, etc.
- Advanced working knowledge of Canadian Radio-television and Telecommunications Commission guidelines and regulations.

## PROFESSIONAL EXPERIENCE

### OPERATIONS MANAGER

MBS Radio - K94.5, MAX 103.9, CHOIX 99.9 | Moncton, NB

Present

### ASSISTANT PROGRAM DIRECTOR, MUSIC DIRECTOR, SHOW HOST

Newcap Radio - 92.3 FRED-fm, 93.1 CIHI | Fredericton, NB

January 2013 - May 2013

### MUSIC DIRECTOR, AFTERNOON DRIVE, SHOW HOST

Newcap Radio - 92.3 FRED-fm | Fredericton, NB

August 2009 - January 2013

### SENIOR CREATIVE WRITER, ON-AIR ANNOUNCER

Newcap Radio - 92.3 FRED-fm, XL96, C103 | Fredericton/Moncton, NB

March 2008 - August 2009

### SENIOR CREATIVE WRITER

CTV-Globe Media - Calgary's New Energy 101.5 | Calgary, AB

August 2007 - February 2008

### CREATIVE DIRECTOR

Newcap Radio - 92.3 FRED-fm | Fredericton, NB

August 2005 - August 2007

### CREATIVE WRITER

Telemedia Radio Atlantic - The Fox, Capital-fm, and Country KHJ | Fredericton, NB

June 2002 - October 2002

## AWARDS AND ACCOLADES

### 2009 - Radio Marketing Bureau Crystal Awards

Honorable Mention, Best Station Single for Small Market | Fairmont Royal York Hotel, Toronto

### 2008 - Newcap Creative Awards

2nd Place, Commercial of The Year | Newcap Radio Inc.

### 2007 - Radio Marketing Bureau Crystal Awards

Judge and Presenter | Fairmont Royal York Hotel, Toronto

## VOLUNTEER EXPERIENCE

For eight years running, our annual “**Stuff-a-Bus**” campaign filled a city bus with donations in support of local food banks. For York County, this would become the largest donation drive of the year. When the **Fredericton Community Kitchen** lost their dishwasher in a fire, they were faced with a situation that may have halted operations for up to a month. I was at the forefront of a drive that raised over \$10,000 in donations, allowing them to resume operations immediately and ensuring Fredericton’s less fortunate had a place to turn for a warm meal.

I have hosted the **Canadian Cancer Society Relay for Life**, **Harvest Jazz and Blues Festival** shows, **AIDS NB Red Tie Affair**, **Canadian Mental Health Association** gala, **Fredericton Playhouse** events, **Canadian Conservation Council** events, and many more.

## EDUCATION

- **2004 - Sound Engineering Program** - Centre for Arts and Technology, Fredericton, NB
- **2002 - Radio Broadcasting Program** - New Brunswick Community College, Woodstock, NB
- **2000 - Graduate** - Tantramar Regional High School

## LANGUAGES

I possess an exemplary aptitude for the English language: both written and oral, as recognized through several academic and industry awards. Eleven years of core French in the New Brunswick education system have provided me with a French language foundation that may be built upon through further study and experience.

## REFERENCES

### DAN GALLANT

**General Manager / General Sales Manager**

Newcap Radio

506-424-1755

[dgallant@newcap.ca](mailto:dgallant@newcap.ca)

### BRIAN MACDONALD

**Member of the Legislative Assembly**

**Fredericton-Silverwood NB**

506-440-2403

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### JOHN KNOX

**Program Director**

Rogers Communications

Fort McMurray

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### DAVID KELLY

**City Councillor / Conseiller Ward / Quartier 12**

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