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# John Willis

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## Professional Profile:

- Over 20 years of experience in radio, including 15 years in a major market.
- Warm, charismatic, and versatile voice allows for numerous delivery styles including authoritative, quirky, funny, call-to-action, and matter-of-fact.
- Proficient in a variety of digital editing techniques and software programs including *Shortcut 360*, *Audicy*, *Audio Vault*, and *DSE 7000*
  - Master at creating tight, effective radio copy and scripts
  - Enthusiastic, detail and deadline oriented.
  - Access to state-of-the-art recording and digital equipment

## WKLB, Country 99.5 FM

## Morning Drive Host

## Boston, MA

1997 - Present

Sardonic wit combined with good natured, regular guy attitude results in a high energy, top ten Morning Show. Involved in regular station appearances including artist introductions at various venues - Indian Ranch and Club 99.5. Host of St. Jude's Telethon and yearly Country Festival (2002 Country Festival had 19,000+ people in attendance at the Tweeter Center).

Writes and produces daily promos. Conducts quirky and fun live interviews (Garth Brooks, Alan Jackson, Trisha Yearwood, Brooks & Dunn, Faith Hill among others. Appeared in station television creative in 1996.

## Industry Experience:

## WKLB, Country 99.5 FM

## Evening Host

## Boston, MA

1994 - 1997

Proven ratings and professional, enthusiastic attitude. Promoted to mornings in 1997. Self-taught analog to digital editing techniques.

## WERZ, 107.1 FM

## Afternoon Drive Host

## Portsmouth, NH

1991 - 1994

Delivered consistent ratings. Produced client spots and station promos. Popular choice for client appearances.

## WBMX, 98.5 FM

## Weekend Host

## Boston, MA

1992-1993

Part of winning weekend line-up for a station that successfully redefined itself.

## WFAL, 101.1 FM

## Morning Drive Host

## Falmouth, MA

1989-1990

Humor, dedication, and attitude were the winning elements of "Morning Machine" with John Willis. Co-Production Director. Crafted and edited numerous "winning" specs for clients. Involved with station imaging.

## WZOU, 94.5 FM

## Evening Host

## Boston, MA

1986 - 1989

Created and edited countdown shows. Constructed spec and commercial spots. Hosted numerous charity events.

**WERZ, 107.1 FM**

**Morning Drive Host**

**Portsmouth, NH**

**1983 - 1986**

Driving force behind *Willis In The Morning*. Radio station representative and popular host at Portsmouth's premier dance club, *The Speakeasy*.

**WXKS, 107.9 FM**

**Weekend Host**

**Boston, MA**

**1983 - 1985**

Mentored by radio legend Sunny Jo White at the station that has dominated the ratings chart in Boston for over 20 years.

**WJBQ, 97.9 FM**

**On-air talent**

**Portland, ME**

**1981 - 1983**

Quickly climbed the on-air personality ladder from overnights to Evening Host to Host of Afternoon Drive. Named Music Director 1982-1983. Regularly requested by sales and clients for station appearances. Hosted TV Charity Telethon. Research Director for weekly call-out program.

**Education:**

**University of Maine**

**Portland, ME**

Studied for three years while holding down an on-air shift and Research Director position at WJBQ.