

# MARY MCCAY

## MORNING SHOW CO-HOST

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Demorest, GA | mmccay@habershambroadcasting.com | [www.marymccay.com](http://www.marymccay.com)

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Talented radio host on My Country 99.3 FM WCON with four years of experience engaging and entertaining more than 150,000 listeners through captivating shows and discussions of breaking news stories, current events, and trending topics. Witty and uplifting professional, fostering an outgoing and bright personality with a distinct, clear speaking voice. Skilled at making shows memorable and interesting for diverse audiences to increase the number of listeners

### AREA OF EXPERTISE

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Audience Engagement	Breaking News Coverage	Remote Broadcasting/Emceeing
Social Media Management	Improvisation	Audio Production (Adobe Audition)
Soundboard Operation	FCC Compliance	Live Show Coordination

### PROFESSIONAL EXPERIENCE

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#### Morning Show Co-Host - Habersham Broadcasting Jan 2021 - Present

- Built a loyal audience through a personable on-air presence, fostering genuine connections with listeners through engaging topics and interactive call-ins.
- Actively engages in station-sponsored events, community gatherings, and live remotes to elevate station representation, boost brand recognition, and foster meaningful connections with local organizations, businesses, and listeners.
- Conducted insightful interviews with musicians, industry experts, and local influencers to provide exclusive access to expert opinions and insider information.
- Developed and executed creative promotions, contests, and giveaways to drive listener participation.
- Proficient operation of studio equipment such as sound board, play-out software, editing software, and managed control board for sports games.
- Managed the Morning Show's social media presence by creating and scheduling posts that maintained brand voice and aesthetic.
- Produced and voiced commercials using Adobe Audition, ensuring professional and engaging advertisements for station clients.

#### Digital Content Creator - YouTube - Positive Talks With Mary Feb 2021 - Present

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- Cultivated an uplifting and engaged online community through inspiring faith-based content, interactive discussions, and viewer-driven conversations.
- Produced and edited high-quality video and audio content from concept to completion, ensuring a polished, professional final product using Adobe Premiere Pro, Adobe Audition, iMovie, and Canva.
- Enhanced brand identity and audience engagement by integrating custom intros, outros, overlays, and eye-catching thumbnails.
- Managed the channel's social media content with cohesive, on-brand posts, reels, and shorts to maximize reach.
- Currently discovering options on how to stream podcast through radio station (WCON) app.

### EDUCATION

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#### Bachelor of Science Aug 2016 - May 2020

Western Carolina University

- Major in Communication
- Concentration in Broadcasting & Journalism