

Richard (Tim) Mercer

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Qualities: Fun. Entertaining. Loyal. Dependable. Creative.
Personable. Punctual. Honest. Trustworthy. Knowledgeable.

Career Path in one sentence:

Retail to Radio to Advertising to Retail Marketing to Promotions to
Cable TV to Hospitality to Retirement to Actor.

CREDITS:

FDR – “Annie”

Lawyer 1 – “Nashville” (Hayden Panettiere’s divorce attorney)

Charlie “Parade”-Tractor Supply Marketing video
“Boots” – Tractor Supply Marketing video

EXPERIENCE

RETIRED

GAYLORD OPRYLAND RESORT AND CONVENTION CENTER

DELTA RIVER BOAT TOUR GUIDE

- Entertaining tour captain providing guests with positive experience.
- Thorough knowledge of resort history
- Strong work ethic from years providing excellent customer service.
- Always updating and improving commentary for fresh tours
- Cashier with “eye to eye” contact and pleasant attitude
- Provides creative input for SummerFest and A Country Christmas events.
- Maintains a clean and safe working area for Stars and guests. Represents company in positive light, on and off the clock.

RFDTV**ASSOCIATE NEWS PRODUCER**

- News writer and producer for National Agriculture Cable News Channel.
- Created rundowns and graphics using ENPS and ORAD state-of-the-art software.
- Arranged live on-set interviews and/or fiber-optic feeds with industry leaders, CEO's, USDA officials, scientists, researchers, and educators
- Worked with editors and graphics designers to create high impact visuals.
- Wrote compelling stories regarding the plight of the American Farmer.

KROGER MARKETPLACE**HOUSEWARES SALES ASSOCIATE**

- Assisted guests with their household merchandise purchases.
- Personable and positive eye to eye communication with guests
- Thorough knowledge of products to provide superior customer service.
- Maintained a clean and stocked department for guests.
- Recognized numerous times for excellent customer service.
- Created fun and entertaining merchandise displays.
- Unloaded pallets of merchandise. Checked it in. Priced. Delivered to department stocked the shelves in a timely fashion.
- Set up and hosted product demonstrations for guests.
- Created entertaining and creative signage.

GISH, SHERWOOD & FRIENDS**BROADCAST PRODUCER**

- Produced high impact 35mm Film commercials for TN Lottery generating \$1.6 Billion in scholarships in first 16 months.
- Negotiated multi-bid production budgets saving \$600,000 annually.
- Slashed critical launch timelines by minimum of 30%
- Successfully managed multiple production projects with crucial deadlines • Oversaw every aspect of commercial and multimedia production including music, voice over, talent, casting, film production and pre/postproduction
- Oversaw production of sophisticated, software driven, 3-D animations.
- Negotiated significant reduction in production costs through vendor relationships.
- Negotiated music publishing rights and fees for radio, TV and web.