

John McCutchan

CELL: 407-718-8724 EMAIL: JOHNMCUTCHANFISHING@GMAIL.COM

EDUCATION/ACCOMPLISHMENTS

Associates degree

Vice President of the Orlando Bass Club

Certified/License SuAS Pilot

Advanced Scuba Diver



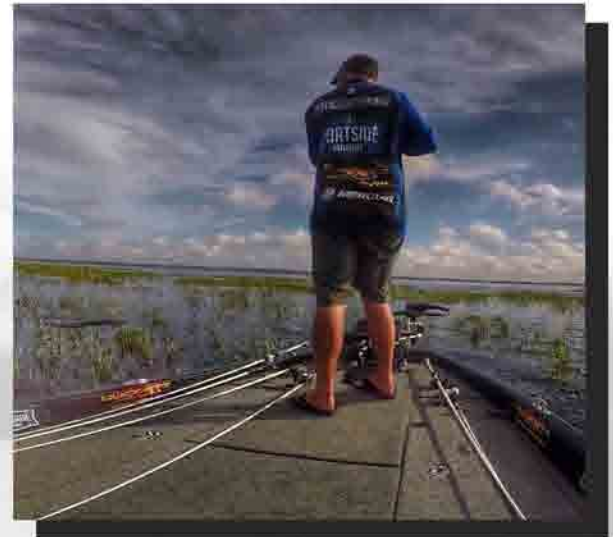
PROFESSIONAL EXPERIENCE

Sales/Marketing

Alexander Morgan Corporation- Winter Park, FL 2007-Present

My current profession is sales/Marketing manager for a luxury brand product. Part of selling and promoting products isn't just pricing or giving freebies to possible consumers. It's creating the want for the consumer and then showing them the need for it. Being creative and learning how to promote a particular product without coming off pushy is key. You must figure out how to make that person feel the need and want for that product without ever asking them for it. That is where I personally excel. I have been selling luxury items for over 12 years where my yearly sales average is 2 million +.

CURRENT AFFILIATIONS



RECENT EVENTS

I moved to Florida in 2002 to go to school (and FISH!!!). I as of now live in Debarry, FL on the St Johns River with my better half Lori, where I keep up a full time position as a business/showcasing director at Alexander Morgan Tile and Stone Gallery in Winter Park Florida. As much as I appreciate working with my customers, despite everything I have the energy and drive to influence angling my full time work one day

A couple of years prior I was diagnosed with a very rare form of cancer called Rhabdomyosarcoma. I was actually the 400th person in the world. The odds given for my survival were 20%. After fighting hard and surgery my survival rate is now 90%. Now, that I have survived that I'm starting all over again with building relationships with potential and current sponsors. On average I spend a minimum of 2 days per week on water. I'm also about to start working on my captains license soon so I can start doing guide trips as well.



MY STORY

It began when I was youthful. I experienced childhood in a residential community in West Virginia and got my first bass at 5 years of age while angling with my grandma on a family pond. It was that minute when I understood the amount I love fishing and the fervor it conveyed to me. I kept fishing for the following 14 years in the north east from fishing trout in the mountains to trips to Lake Erie with my grandfather chasing for those huge smallies. I moved to Florida in 2002 to attend college (and FISH!!!). I at present live in Debarry, FL on the St Johns River with my wife Lori, where I keep up an all-day work as a sales/marketing manager at Alexander Morgan Tile and Stone Gallery in Winter Park Florida. As much as I enjoy working with my clients, I still have the passion and drive to make fishing his full time job one day.

CURRENT TOURNAMENT RIG

2017 Phoenix w/ Mercury Outboard
Lowrance Electronics
Minnkota Trolling Motor
2017 F-250 Super Duty



TRAILS FISHED PRESENT/ PAST

- | | |
|---|-----------------------|
| ~ Bass Thugs Tournament Trail (Averages 45+ boat's) | 3 First Place Finish |
| ~ Orlando Bass Club | 3 Second Place Finish |
| ~ Bassmaster Opens | 5 Top 10 Finishes |
| ~ American Bass Anglers | 8 Top 20 Finishes |
| Misc Local/Regional Events | 14 Top 30 Finishes |

CURRENT SPONSORS

Portside Marine Orlando , Bob's Machine ,TH Marine , YETI, Pline, Yum, Duckett Fishing, Hydro Wave, , Nautic Sport, Liquid Mayhem, Costa, Hoo-Rag

PREVIOUS SPONSORS

SCT (Superchips), Orange Bank of Florida, Carrot Stix, Berkley, Strike King, Costa Del Mar Gitem Baits, Convention Media Tech, Eco Steam, ADP Surfaces, Harvest Meat Company, Flanagan's Sport Pubs



CURRENT WEBSITE LAUNCHED SEPT 2017

WWW.JOHNMCUTCHANFISHING.COM

Social media post average 5-7 Post per week not including stories post



Facebook <https://www.facebook.com/JohnMcCutchanFishing/>

Average Impression's 1800-2200

Average Shares per post 5-8

Average People Reached 1,314 – 3200

8,000+ Likes/Followers



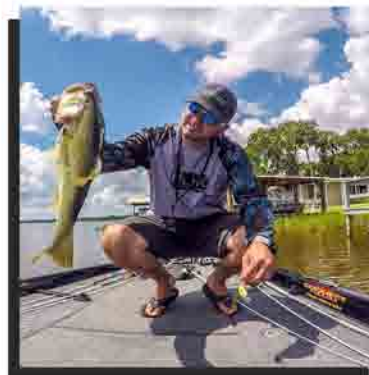
Instagram <https://www.instagram.com/johnmccutchanfishing> (new account)

30,000+ Impressions per week

8,000 Reach per post

15,000 Followers

350+ New followers per week



EVENTS/PROMOTIONS

I try to do as many promotions and events as possible. Not only is it a great way to get face to face with potential clients it's an awesome approach to flaunt new items and teach individuals that are intrigued. Some of the event/promotions that I have done with current/past sponsors include but not limited to Bassmaster Classic, ICast, Sema, boat shows, bass clubs, in store demo's (Bass Pro Shops, Gander Mountain), Boat shows, speaking engagements of multiple types and more.



EVENTS/PROMOTIONS

First, I would like to thank you for taking the time out of your busy schedule to review my resume. I hope you enjoyed reading it and learning a little about me. I look forward to speaking with you and developing a working relationship that promotes your product as it deserves to be. Please don't hesitate to call with any questions or concerns.

