

you are the brand

august 2022

featuring: Liam King

Our feature ambassador for the month of August is Liam King, a Maintenace worker with the Coast Victoia Hotel & Marina by APA in Victoria, BC.

Why did you choose the hospitality industry, and specifically our hotel?

I found the Janitor position on LinkedIn about a year ago at a time when I was looking for something new in an environment with more support and positivity, and the job posting appealed to me. The recruitment process was a good experience including a great interview with Leon and Jay from maintenance.

What are you most proud of in your role?

I am most proud of transitioning (from Janitorial to Maintenance) into a position I had no experience in with the support of my team. This reinforced that the move to Coast Hotels was a good choice for me.

What was your dream job when you were a kid?

An actor. Fun fact: I have done work as a movie extra!

Describe your personality in 3 words...

Cautious, curt and sarcastic.

What is the best part of working at Coast Hotels?

The onsite, on the job training opportunities. I started as a custodian about a year ago and shifted over to maintenance after my first six months or so following some cross training in that department. In my time at The Coast I have learned carpentry, built a boat, painting, refrigerator maintenance, small and large appliance repair, and stone masonry. We basically have the opportunity to learn a bit of everything.

What is your definition of success?

Still defining it.

Who inspires you and why?

People that don't make their struggle their identity.

What's a piece of advice that resonates with you?

Measure twice, cut once: a useful piece of advice that applies to many different scenarios. Basically just make sure of what you are doing before you do it.

What would your dream vacation be?

Ireland. I have Irish heritage and am fascinated by the fact that their most dangerous creature is a bumblebee.



What is your favorite food?

Pizza. This is a comfort food from my childhood. The combination of random ingredients as toppings, meat and cheese on top of dough.

If you could live anywhere in the world where would it be?

Victoria, BC. I was born in ThunderBay Ontario and came out to Victoria 20 years ago for a weekend with a friend that was housesitting. After two days I called my roommates back home to tell them I was moving

thank you Liam for being an amazing ambassador!

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