

'TACTICAL'

#AffiRich #WantYuh #RavingAllDay
#BruckOut #WhatAGyalCanWhine
#GyalisFromLongTime #DemNuhReal
& MORE...

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BIOGRAPHY

Ossan 'Bassanio' McKenzie, more widely known as TACTICAL was born on June 17, 1991 and grew amongst his close-knit family with parents Leroy and Georgia McKenzie (mother now deceased) and younger siblings in the middle class community of STONY HILL, ST ANDREW, KINGSTON 9.

He got his early education at Stony Hill All-Age and Junior High School and later attended Kingston Technical High School where he graduated in 2009, and became indirectly situated among other school leavers without a sure sense of where to advance in life.

The twenty-three-year-old, having been involved in music from the age of 13, embarked on a musical quest however it was not until in 2011, at the age of 20, when he entered a popular national talent showpiece that he got the respect from far and wide as a budding dancehall talent.

Magnum Kings and Queens of Dancehall 2011 was the launching ground for TACTICAL. He performed at two nationally televised shows and got some heavy crowd response and rave reviews from the judges, notably Miss Kitty.

The exposure is forever cherished, though sadly, he made a premature exit from the competition, certainly not because of talent but the meager number of votes his team then, were able to accumulate from the public through text messaging during his campaign.

The journey did not stop there for TACTICAL, he kept on honing his craft, building on solid professional linkages with many of the showbiz industry movers and shakers and entertainment insiders.

In 2011, he met up with Neutron Obliv a talented artiste/engineer who taught him how to flow melodically and utilize his lyrical genius which resulted in early recordings, generating buzzing singles like "Dung Inna Di Hole", "Gaylis From Long Time", "Dem Nuh Real" and "Hawaiian Girl", to name a few.

The young entertainer was later introduced to a recording camp Push-A-Yute Records where he did minor recordings before leaving for greener pastures, in his estimation.

After coming to the realization that most of which was agreed in principle with the administrators at Push-A-Yute Records was shortcoming, and would eventually not materialize, TACTICAL parted ways.

TACTICAL, faced with raising and providing for his 4-year-old son Jaydan McKenzie, ventured on his own as an independent artiste until he joined forces with Entertainment Consultant Andre 'Dre Hype' Williams of Raggah Mufinz Entertainment (also Journalist, Promoter & Publicist) whose vision and experience of working with well established acts, paved the way for what was next to come.

In summer of 2013 he was showcased in the Jamaica Star with an article headlined "Tactical creates buzz with New Singles" which propelled him to acquire local shows and more recordings.

Notably, later that year he performed alongside artists like Alkaline, Kalado, Specialist and Major Mackerel at the inaugural Magnum All-Star Million Dollar Face-Off closing stage show inside Club Famous, Portmore.

TACTICAL's online presence was a focus and soon became strategically managed by his hardworking and competent team.

A new level of recognition was soon unearthed as fans began to spring from outside of Jamaica, which in turn created a buzz locally for TACTICAL.

Offshore territories such as Zambia, Ghana, Zimbabwe, Antigua, Guyana, UK, Switzerland, Canada, Korea, Japan, and several states throughout the US have all expressed some amount of interest or the other in TACTICAL and his music.

Following on the budding success, in 2014, songs such as "Affi Rich" (his most played song to date) on the Money Chiss Riddim, "Raving All

Day” on Holiday Weekend Riddim for Time Unit Music and “Want Yuh” on the Top Class Riddim for top flight production lab, UIM Records have aided the buzz surrounding TACTICAL.

An official music video for “Affi Rich” was directed by Cornelious Grant of Good Vibes Production and released in 2014.

TACTICAL was featured in a Dancehall Documentary for one of Korea’s biggest network, KBS Broadcasting who journeyed to Jamaica from Seoul, Korea.

This highlight for the rising entertainer was followed by write ups in both the Jamaica Gleaner and Jamaica Star dubbed, “Tactical featured in Korean Documentary”.

Under the mentorship of associates and fellow entertainers Munga Honorable and Chi Ching Ching, the young artist quickly gained confidence, which became evident in his recordings and public appearances.

He has been to weekly events such as Uptown Mondays, Mojito Mondays, Boasy Tuesdays, Nuh Behaviour Tuesdays, Nipples Tuesdays, Unruly Clash Wednesdays, Weddy Weddy Wednesdays, Wappings Thursdays and Pull Ova Fridays promoting his singles and interacting with music lovers.

TACTICAL is happy and basking with joy, his presence on local and international airwaves such as Zip 103FM, SunCity 104.9FM, News Talk 93FM, Hitz 92FM, Hot 102FM, Links 96 FM, Flames Radio (UK), Baby Ace Radio (USA) and One Love Radio (USA) has been met with increased interest.

His most recent effort to date, is a soon to be released track for the ladies titled “Whine Up Yuh Body” for Benna Productions from Nanny Ville, Kingston based label.

LINKS to TACTICAL:

http://www.jamaicaobserver.com/entertainment/Tactical-on-the-rise_17519348
(JAMAICA OBSERVER)

<http://news.party-ace.com/korean-documentary-features-dancehall-artist-tactical/>
(EUROPE)

<http://jamaica-gleaner.com/gleaner/20140506/ent/ent3.html> (JAMAICA GLEANER)

http://article.wn.com/view/2014/05/06/Tactical_featured_in_Korean_documentary/
(WORLD NEWS)

<http://jamaica-star.com/thestar/20140514/ent/ent14.html> (JAMAICA STAR)

<https://www.youtube.com/watch?v=MOB8X11XVyE> (MUSIC VIDEO - AFFI RICH)



ARTWORK: Tactical 2014 Promotional CD

TACTICAL/SOCIAL MEDIA

- Instagram: @tacticalmusic <http://instagram.com/tacticalmusic>
- Twitter: @tacticalmusic <https://twitter.com/tacticalmusic>
- Facebook: www.facebook.com/tacticalmusic
- Bookings: raggahmufinzentertainment@gmail.com
- Contact Management: 1-876-863-9403 / 1-876-416-6310



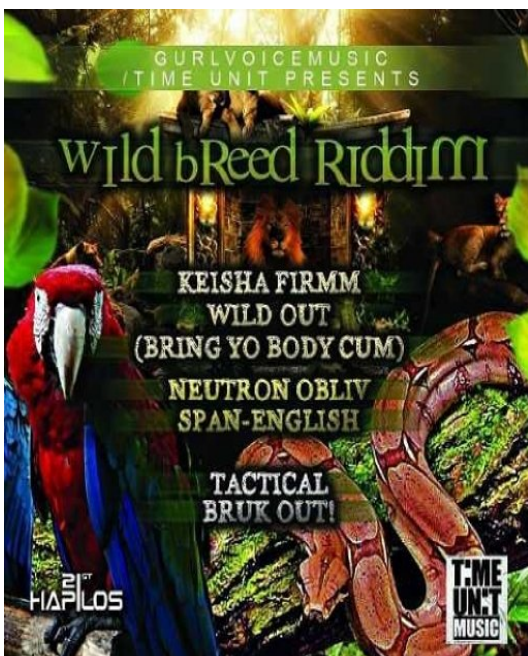
2014 RIDDIM / JUGGLING



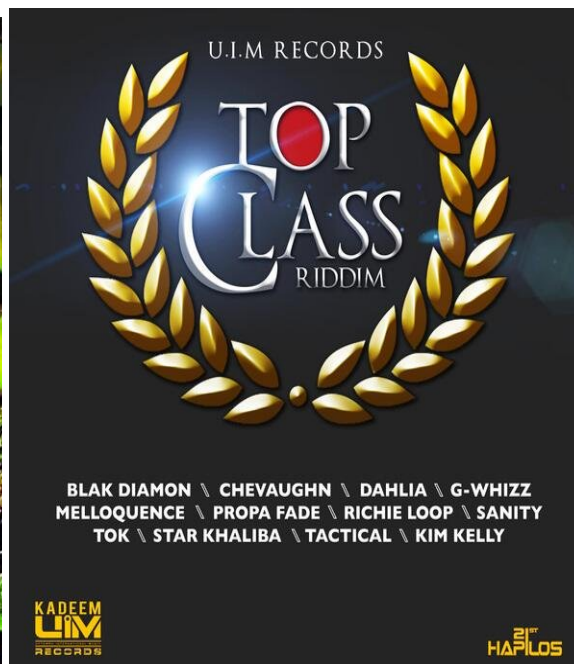
HOLIDAY WEEKEND RIDDIM



MONEY CHISS RIDDIM



WILD BREED RIDDIM



TOP CLASS RIDDIM

RAVE REVIEWS / ARTISTE & ASSOCIATES

*******JAMAICA STAR [Magnum Kings & Queens Competition 2011]:** “Tactical followed with a bang also earning major forwards from the start of his song. “Yuh ketch the riddim right pan di beat and yuh grab my attention, **Skatta** said. **Miss Kitty** was also pleased saying, “You Tactically came out and attack the riddim. From yuh start mi know say it good...yuh never get carried away no time.” She also said his lyrics, variety and flow were very good.”



TACTICAL & CHI CHING CHING



TACTICAL & DI DANIELLE



TACTICAL & YANIQUE (MKQs HOST)



TACTICAL & POPCAAN