



Nicolas Payne

Represented by **The NWT Group**

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EXPERIENCE

Agua Caliente Casinos, Rancho Mirage, CA **Entertainment Marketing Manager**

January 2025 — Present

- Responsible for overseeing marketing collateral for Agua Caliente Casino properties (Palm Springs, Rancho Mirage, and Cathedral City), including websites and ads
- Manages TV and radio spot purchases and writes radio spots and promotional copy as necessary
- Tracks and approves media plans, advising on strategies aligned with sales
- Assists public relations with local news, elevates sponsorships, and facilitates broader LA news interviews
- Ensures e-tix collateral consistency, initiates BOGO offers, and monitors e-tix sales
- Tracks ticket winners for radio giveaways and oversees marketing initiatives for events and shows needing support, collaborating with team members on evergreen marketing strategies

KMIR, Palm Springs, CA

May 2024 — November 2024

- Produced and executed newscasts that align with brand standards across all platforms
- Collaborating with the Assistant News Director and managing newsroom operations in their absence
- Ensured high-quality programming while meeting strict deadlines without compromising standards

Executive Producer

KFSN, Fresno, CA

January 2022 — May 2024

- Delivered daily weather forecast/ filed general assignment reports while on reporting duty for news for the #1 News Station in the Central Valley
- Prepared relevant weather maps and innovative graphics to communicate the weather forecast and expected impacts
- Presented the forecast during live broadcasts and recordings for digital platforms, communicating life-saving information to people during dangerous weather events

Weather Anchor/Reporter

KMIR, Palm Springs, CA

January 2020 — January 2022

- Created multimedia content for multi-platform distribution (TV & digital)
- Shoot, write, and edit stories for the day
- Write text articles, publish video clips, and edit image galleries according to the local editorial voice on the station's websites and social media accounts
- Develops and maintains a network of contacts providing access to exclusive stories
- Assists producers in establishing sources, finding and executing enterprise news investigations, building and maintaining a strong list of story ideas
- Represent the station in community-related events

Weather Anchor/Reporter

Education

The Pennsylvania State University
Certificate in Weather Forecasting
2023

California State University, Fullerton
Certificate in User Experience Design
(UX)
2019

California State University, Dominguez
Hills
Bachelor of Arts, Communications
2013

Skills

- Adobe Premiere
- Lakana
- Wordpress
- Newsflow

Social Media



Nico Payne



@nico.payne.815534



@NicoABC30



@classicnicotv
1.3K followers

American Red Cross, Orange County, CA

June 2018 — March 2019

- Guaranteed success of blood collection
- Communicate all blood drive and sponsor information
- Ensured customer retention and future contributor activities

Account Specialist

KYMA, Yuma, AZ**Anchor/Reporter****March 2016—December 2017**

- Promoted and enhanced station brand through research, composition, production, presentation, and anchoring of daily news and special interest stories
- Created graphics, produced social media posts, independently conducted live shots, and uploaded daily web content
- Earned critical acclaim for Camp Beyond the Sars story and free smoke alarm installments for seniors

KCBS/KCAL, Los Angeles, CA**Guest Booker****March 2014—March 2016**

- Curated an array of featured guests, including celebrities, chefs, and authors, for live broadcast segments
- Managed live teases and segment logistics, stage props, and audio requirements under tight deadlines
- Increased viewership and traffic to the station website by successfully booking notable guests

January 2012 — March 2016**News Associate**

- Collated anchor scripts and prompted live broadcasts, and supported A-list celebrity satellite interviews
- Organized Los Angeles-based community events
- Worked closely with notable anchors Pat Harvey, Paul Magers, and Sandra Mitchell

K-EARTH 101/94.7 The Wave, Los Angeles, CA**Promotions Assistant****January 2012—February 2013**

- Advanced station's brand and increased station exposure by assisting with promotional campaigns
- Presided over dozens of local events throughout Metro Los Angeles