

Nicolas Payne

Represented by **The NWT Group**
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https://NWTgroup.com/client/nicolaspayne

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

EXPERIENCE

KGUN, Tucson, AZ — **Meteorologist/Reporter**
November 2026 — Present

Agua Caliente Casinos, Rancho Mirage, CA
Entertainment Marketing Manager
January 2025 — November 2026

- Responsible for overseeing marketing collateral for Agua Caliente Casino properties (Palm Springs, Rancho Mirage, and Cathedral City), including websites and ads
- Managed TV and radio spot purchases and writes radio spots and promotional copy as necessary
- Tracked and approved media plans, advising on strategies aligned with sales
- Assisted public relations with local news, elevates sponsorships, and facilitates broader LA news interviews
- Ensured e-tix collateral consistency, initiates BOGO offers, and monitors e-tix sales
- Tracked 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 — **Executive Producer**
May 2024 — November 2024

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

KFSN, Fresno, CA — **Weather Anchor/Reporter**
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

KMIR, Palm Springs, CA — **Weather Anchor/Reporter**
January 2020 — January 2022

- Created multimedia content for multi-platform distribution (TV & digital)
- Shot, wrote, and edited stories for the day
- Wrote text articles, published video clips, and edited image galleries according to the local editorial voice on the station's websites and social media accounts
- Developed and maintained a network of contacts providing access to exclusive stories
- Assisted producers in establishing sources, finding and executing enterprise news investigations, building and maintaining a strong list of story ideas
- Represented the station in community-related events

American Red Cross, Orange County, CA **Account Specialist**
June 2018 — March 2019
- Guaranteed success of blood collection
- Communicated all blood drive and sponsor information
- Ensured customer retention and future contributor activities

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
January 2012—February 2013 **Promotions Assistant**
- Advanced the station's brand and increased station exposure by assisting with promotional campaigns
- Presided over dozens of local events throughout Metro Los Angeles