

# NICHOLAUS WEISSNAT

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467 Brendan Well, Phoenix, AZ • +1 (555) 671 0764

## WORK EXPERIENCE

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### MEDIA PLANNING MANAGER

06/2017 - PRESENT

*Phoenix, AZ*

- Drive awareness/consideration and sales of Tough Mudder brand events across North America
- Three to five years' experience in media planning including two to three years supervisory experience required
- Work closely with consumer and media strategists and investment specialists to help build a media plan, while also handling day-to-day client requests
- Compile research data to help the planning teams ensure client is reaching target audience
- Develop tactical components of client media campaigns, such as flow charts, spreadsheets, and budget summaries
- Strategic Media Planning
- Digital / Consumer Promotion
- Work closely with respective Media Planner Manager & Planner to ensure that scheduling strategies are implemented and overall network vision is achieved
- Attend weekly team meetings where programming initiatives, priorities, and strategies are discussed or communicated onward

### MEDIA PLANNING COORDINATOR

12/2013 - 05/2017

*Chicago, IL*

- Delegate efficiently and manage internal media team
- Experience within Media Planning at coordinator level, ideally working on multi-feed channels
- Experience in broadcasting industry, preferably with direct experience of Media Planning/Scheduling
- Experience of evaluating ratings and research reports beneficial
- Substantial, proven experience within Media Planning, ideally focused on the UK market
- Previous experience within the children's TV market essential
- Experience of developing campaign strategies
- Excellent communication and organisation skills required with a 'can do' attitude

### MEDIA PLANNING ASSISTANT

10/2006 - 10/2013

*Houston, TX*

- Work closely with respective Media Planner to ensure that scheduling strategies are implemented and overall network vision is achieved
- Attend weekly team meetings where programming initiatives, priorities, and strategies are discussed and communicated downward via Excel for the non-GripIt Feeds and via Executive Summary and/or Snapshot reports for the GripIt! Feeds. The Media Planning Coordinators (MPC) are responsible for absorbing this information & applying it in their daily roles
- In-depth understanding of media planning, negotiation and performance analysis
- Strong experience in all digital media including programmatic, display, mobile, video, music streaming, social and search
- Knowledge of key reporting, analytic and auditing platforms and tools along with their functionality
- Experience mentoring and managing new employees
- Manage high volume in a fast paced environment
- Proficiency in Excel, Word, PowerPoint, Omniture, Comscore
- Exceptional project, time management, problem solving, research and verbal and written communication skills

## EDUCATION

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### UPPER IOWA UNIVERSITY - WATERLOO CENTER

2001 - 2006

*Bachelor's Degree in Marketing*

## PROFESSIONAL SKILLS

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- Strong project management skills and excellent attention to detail – drive for accuracy
- Have good communication skills and organization skills
- Excellent communication and presentation skills. Proficiency in presenting plans to both internal and external audiences
- Strong presentation skills (writing and delivery)
- Excellent Excel, Powerpoint and general computing skills
- Excellent communication, organizational, teamwork and relationship building skills
- Strong oral/written communication and negotiation skills