

JOHN L. KIRBY

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AWARD WINNING SENIOR MEDIA EXECUTIVE/ EDUCATOR

KEY AREAS OF EXPERTISE

ALL News & Sports programming **Recruiting** experienced and “new-to-the-business” personnel Strategic Planning & Strategies ● Turn-Around ● Productivity & Performance ● Negotiating ● Operations ● Relationship Building ● Revenue Growth ● Web Content ● Training Business Development ● Client Management ● Team Building & Leadership ● **College Prof.**

MANAGEMENT EXPERIENCE

Nexstar Media, W. Colorado ● 2019 - 2021

News Director, KREX- TV, KFQX - TV, KGJT - TV, KREY -TV

Turn-around assignment; responsible for improving overall television news operations; improve employee morale, upgrade all news/ sports programming for the station group.

- *23 state and regional awards for broadcast excellence in 2 years. Most in station history.*
- Updated and improved 10 daily newscasts.
- Streamlined all news operations.
- Upgraded digital news/ sports presence resulting in 10% jump in digital hits on WesternSlopeNow.com
- Guest lecturer at Colorado Mesa Univ.

KTRL/KXTR-FM, Tarleton St. Univ., Stephenville, TX ● 2015-2018

General Manager/ Prof.

Turn-around assignment; responsible for improving overall operations; improve employee morale, strengthen **marketing & sales** and decrease expenses, and drive revenues.

- Turned around revenue and profit within a year by 10% with strategic sales and marketing initiative increasing number of sales calls and provided detailed sales training program.
- Developed performance management programs with effective employee training and sales promotions that improved sales productivity and communications.
- Taught upper level classes in writing, news, media marketing, media sales & media law at Tarleton St. U.

CHERRY CREEK BROADCASTING, Dallas, TX ● 2013-2015

Director of Marketing & Sales.

Responsible for increasing sales, improving marketing programs, developing recruitment and training for the company.

- Spearheaded strategic sales performance program to turn around low sales volume by increasing the number of qualified and effective sales representatives which drove sales revenue by 7%.
- Developed and designed training program for new recruits providing comprehensive, 3x weekly, video training seminars online. Decreased training time for new account executives by half.
- Initiated communications program for streamlining the timeline for getting commercials on-the-air. Improved relationship among account executives, commercial writers, and audio producers cutting the time it took to get a commercial from sale to on air in half.
- Adjunct professor (news writing, media marketing) at Tarleton St. U.

WRINtv.com, New York, NY ● 2012-2015

Senior Consultant/ Marketing & Communications (freelance consulting, parttime)

Start-up assignment; responsible for media & sales management, internet development and on-air consulting services.

- Assisted in finding, hiring and training senior management and sales executives while also supervising the office build-out in NY City. Process took under 3 months while achieving \$200K under budget.

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KTTZ-TV/FM, KCNH-FM, Lubbock, TX ● 2010-2012

General Manager

Turn-around assignment; evaluate staff, generate more revenue, improve employee morale and work production.

- Decreased the amount of tax dollars spent on public broadcasting at W. Texas PBS/NPR. Increased, by more than 25%, the amount of private dollars raised at W. Texas PBS/NPR.

Previous Management Experience:

PBS/NEW MEXICO, Portales, NM ● 2005-2010

Executive Director/Professor of Communications

Recruited for dual-post as Executive Director and faculty member with Eastern NM University Department of Communications Arts and Sciences. Responsible for news-sports production and budgeting.

- Received highest student evaluations for four consecutive years.

GLOBALVISION INC., New York, NY ● 2000-2005

Senior Vice President/ Marketing and Director of Business Administration

Responsible for all sales and **marketing** programs and budgeting.

- Developed marketing strategy resulting in increase of annual sales by 15% within 18 months.

IBS, INC., New York, NY ● 1997-2000

Vice President

Recruited to lead start-up operations; responsible for sales and **marketing** and corporate communications for eastern U.S. and international operations.

- Assisted in merger and buyout by lead venture capitalist.

TIME WARNER, Middletown, NY ● 1994-1997

Director of Operations

Responsible for all on-air content and TV programming, sales & marketing, personnel and budgets.

- Increased annual revenue by 10% within a one- year period.

EDUCATION

M.S., Mass Media/Business Administration, Boston University, Boston, MA
Grad Assistant; Varsity Soccer Team

B.A., Government, University of Notre Dame, Notre Dame, IN
Member of Varsity Soccer Team

COMMUNITY ACTIVITIES

Christ the King Cathedral School

school board advisory member - 2011 to 2019

Christ the King Cathedral School

Booster Club president - 2017 to 2019

National SIDS/First Candle Foundation

board member emeritus