

# Dean R. Wysocki

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## **SUMMARY OF QUALIFICATIONS**

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Ambitious professional with influential presence, strong work ethic, integrity and refined communication skills seeking opportunity to contribute extensive knowledge of personal and media relations to a top notch TV station.

- Exceptional writing and speaking skills
- Management skills both in marketing and broadcasting
- Extensive experience in broadcasting and superb knowledge of media outlets
- Broad understanding of marketing and public relations concepts
- Skilled in developing innovative solutions to communication challenges
- Adept at utilizing a variety of communication strategies for promotional purposes
- Superior techniques for In-depth knowledge of practices gaining news coverage

## **EXPERIENCE**

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<https://www.youtube.com/playlist?list=PLeQRFYmxeZEQCQEaKKwpFZW5RqEYhqs9L>

KLKN TV, Lincoln NE

**Meteorologist** *June 2017-June 2020*

- Analyze complex mathematical algorithms and equations then translate into easy to understandable format for viewers
- Produce PM on air show including radio outlets , also speaking engagements at numerous charity functions and station events
- Execute flawless social media updates during severe weather
- Consistently meet tight news deadlines
- Increased viewership by marketing and promoting stories to viewers also by numerous company sponsored events

KTVK TV, Phoenix AZ

**Meteorologist** *2016-2017*

- Analyze complex mathematical algorithms and equations then translate into easy to understandable format for viewers
- Produce AM on air show
- Execute flawless social media updates during severe weather
- Consistently meet tight news deadlines
- Increased viewership by marketing and promoting stories to viewers also by numerous company sponsored events

KWWL TV, Waterloo,IA

**Meteorologist** *Mar. 2014 – April 2015*

- Analyze complex mathematical algorithms and equations then translate into easy to understandable format for viewers

- Produce early AM on air show including radio outlets , also speaking engagements at numerous charity functions and station events
- Execute flawless social media updates during severe weather
- Consistently meet tight news deadlines
- Increased viewership by marketing and promoting stories to viewers also by numerous company sponsored events

Horseshoe Casino, Council Bluffs, IA

**VIP Casino Host** Dec. 2009 – Mar. 2014

- *Managed a group of 7 VIP Hosts. Responsible for increase in traffic, increasing revenue and A+marketing scores*
- Responsible for growth of VIP traffic each quarter
- Involved in casino marketing endeavors including RTCM (Real Time Casino Marketing) and how it relates to our customers
- Extensive knowledge of RTCM and how to effectively communicate this to VIP host team in order to build customer relationships and customer loyalty and increase quarterly revenue
- Build strong customer relationships with all players, focusing on VIP segments

KMTV-TV, Omaha, NE

**Meteorologist** Mar. 2006 – Nov. 2009

- Analyze complex mathematical algorithms and equations then translate into easy to understandable format for viewers. Present and sell self as polished and credible source of up to date news and weather
- Served as weekend and morning weathercaster for 3 years, speaking at numerous charity functions and station events
- Produced morning weathercasts
- Consistently meet tight news deadlines
- Increased viewership by marketing and promoting stories to viewers also by numerous company sponsored events

KPTM-TV Omaha NE

**Chief Meteorologist** Aug 2002. - Nov. 2006

- Analyze complex mathematical algorithms and equations then translate into easy to understandable format for viewers .
- Managed staff of meteorologists, including scheduling and teaching weather fundamentals
- Produced and presented daily weather forecasts
- Represented station at public speaking events and teaching engagements

## **EDUCATION**

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Northern Illinois University, DeKalb Illinois

**Bachelor of Science in Atmospheric science/Communications**

May 1992

- Emphasis in Communications/ Meteorology
- Minor in mathematics

## **COMMUNITY INVOLVEMENT**

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*Angels Among Us, Guest speaker and MC*

**Numerous speeches to community groups about weather and how it impacts our area**