

# ALISSA "NIKKI" SWARN

## MULTIMEDIA EXECUTIVE

### CONTACT



[REDACTED]



[REDACTED]



[REDACTED]

### SKILLS

Data Analytics and Insight

Content Development and Ideation

Philanthropic Fundraising

Revenue Generation and Monetization

Strategic Leadership and Management

### EDUCATION

#### Regis University

MBA (with honors) - Marketing

#### University of Michigan - Ann Arbor

Bachelors of Art - African/African-American Studies, English, Communications

### COMMUNITY ORGANIZATIONS

Delta Sigma Theta Sorority, Incorporated

Women In Music Denver Chapter

Denver Music Advancement Fund Board Member

### PROFESSIONAL ORGANIZATIONS

National Association of Black Journalist

Inaugural Ambassador GRAMMY's Black Music Collective

NPR Radio Content and Membership Special Taskforce

### PROFILE

A visionary, energetic, results-oriented, multimedia executive with a comprehensive record of success in developing strategic direction, fostering innovation, product development and planning, qualitative and quantitative research, effective content monetization, fundraising and revenue generation. Passionate about leveraging data-driven insights to continuously elevate audience engagement and connection to support sustainability

### WORK EXPERIENCE

#### General Manager

#### 89.3 KUVU Jazz (KUVU-FM) and 104.7 THE DROP (KUVU HD2-FM)

Rocky Mountain Public Media - Denver

2022 - Present (2 years)

Implement strategic initiatives aimed at enhancing audience engagement, increasing market share, and maximizing revenue streams. Responsible for leveraging market insights and industry trends to optimize operations and enhance brand visibility.

- Developed and managed marketing budgets effectively, optimizing resource allocation for maximum return on investment, achieving a 30% reduction in marketing costs while exceeding revenue targets
- Strategically executed a multiyear revenue strategy, maximizing content monetization through advertising, subscriptions, e-commerce, and sponsored content, contributing to a 50% increase in revenue generation year over year
- Drove content marketing strategies that aligned both radio station brands with audiences needs, resulting in a 45% increase in content engagement and a 30% growth in subscriber base
- Utilized data analytics and insights to inform brand strategy, shape marketing decisions, track campaign performance achieving a 30% improvement in key performance metrics
- Provided visionary and innovative leadership to the programming and marketing teams, fostering innovation and excellence in content development and delivery, leading overall improvement in content quality metrics
- Spearheaded initiatives to leverage technology and automation to streamline processes and improve operational efficiency

#### General Manager/Program Director

#### 104.7 THE DROP (KUVU-HD2)

Rocky Mountain Public Media - Denver

2020 - 2022 (2 years)

Defined a consistent and compelling brand presence across all platforms, revenue generation, programming, operations, marketing and staff, while serving and growing the audience

- Identified and implemented innovative strategies in digital giving (CashApp, Paypal, QR Codes, Venmo, etc.) to facilitate easier methods of fundraising with the company's membership department
- Created new content models leveraging podcasting resulting in podcast(s) being rated in the top 10 podcast(s) in Colorado
- Grew overall streaming listenership by 50% through strategic content partnerships, software, promotions and imaging
- Generated over \$300,000 in revenue in content sponsorships from local organizations, philanthropic donors and corporate partners
- Enhanced station product offerings by implementing more robust reporting tools like DOMO to better predict trends, analyze user engagement, and capture campaign performance

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## MULTIMEDIA EXECUTIVE

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### CONTACT



[REDACTED]



[REDACTED]



[REDACTED]

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### EXPERTISE

- Proven track record of building and leading high-performing and curious content teams
  - Fostering a supportive atmosphere of growth and learning
  - Skilled at multi-channel content distribution strategies
  - Centering user experience through the lens of storytelling to create products that drive preference loyalty and brand visibility
  - Effective communicator; ensuring goals clarity, sustainable tactics are used, and systems are feasible
  - Strong budgetary understanding; using the budget for the best gains possible
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### REFERENCES

#### Nan Kushel



[REDACTED]



[REDACTED]

#### Becky Taylor



[REDACTED]



[REDACTED]

#### Program Director

##### 104.7 THE DROP (KUVU-HD2)

Rocky Mountain Public Media - Denver

2020 - 2019 (1 years)

Defined a consistent and compelling brand presence across all platforms, revenue generation, programming, operations, marketing and staff, while serving and growing the audience

- Responsible for the grassroots launch of the second Urban Alternative public media radio station in country
- Implemented a social media strategy to name the station resulting in 5,000 votes in seven (7) days with 95% of the votes supporting the station name of THE DROP
- Achieved top 25 radio station status in the first three (3) months on the terrestrial dial
- Drafted the PNL strategy and statement to secure the terrestrial signal taking the station from a stream only product to an over the air and streaming
- Broke-even in the first year and a half (1.5) of operation on the terrestrial signal; paying back the initial investment of \$585,000
- Established philanthropic partnerships and corporate sponsorships that lead to securing three (3) free community concerts each with attendance of 15,000 people
- Leveraged the free concert series to generate a newsletter database of over 25,000 within its first year

#### Director of Marketing & Promotions

##### KALC (Alice 105.9)

Entercom/Audacy - Denver

2014 - December 2018 (4 years)

client relationship building, contract negotiation, sponsorship sales acquisition, marketing activation, return on investment (ROI) tracking, and measurement programs for the team and marketing partners.

- Designed and facilitated national and local promotions resulting in multiple national awards and recognition
- Co-branded an 8,800 person concert with marketing partner Southwest Airlines for the first in series event
- Responsible for creating a several new digital revenue lines for major station clients; increasing revenue by 35% in one (1) year
- Produced strategy development from scratch, as well as quick turn-around content and media proposals leveraging organizational assets
- Negotiate agreements with key strategic partners like musicians, label executives, promoters, vendors and venues

#### Adjunct Professor

##### University of Colorado at Denver

Rocky Mountain Public Media - Denver

2018 - Present (5 years)

Designed rigorous curriculum for undergraduate students in the music and entertainment studies program focused on emerging media, hip hop culture, women studies and digital music strategies

- Lead instruction in exploring the evolution of entertainment and digital media landscapes, analyzing key trends, technologies, and disruptors in the industry
- Maintained an average class size of 20 students each semester
- Leading guest lecturer for the department
- 90% of the students are placed in paid internship or first jobs
- Collaborated with industry professionals and various guest speakers to support students gaining insights to the entertainment industry
- Constructed hands-on projects and case studies for students to apply theoretical concepts in digital media and marketing

**Details**   Related

∨ Contact Information

Contact Name  
[Nikki Swarn \(/lightning/r/Contact/0035d00007VIDwQAAX/view\)](#)

Preferred Phone  
[REDACTED]

Preferred Email  
[REDACTED]

Other Phone  
[REDACTED]

Other Email  
[REDACTED]

DOB ⓘ  
[REDACTED]

SSN ⓘ  
[REDACTED]

Gender  
Female

Other Gender  
[REDACTED]

Home Address  
[REDACTED]

Home City  
[REDACTED]

Home State  
[REDACTED]

Home Zip  
[REDACTED]

County  
[REDACTED]

Hispanic or Latino origin or Descent?  
[REDACTED]

Race/Ethnicity  
[REDACTED]

Other Ethnicity  
[REDACTED]

Salutation  
Ms.

Pronouns  
[REDACTED]

∨ Application

Status  
New

Notes  
[REDACTED]

Council Resolution Number  
[REDACTED]

∨ Board Information

Board Name  
[Denver Commission on Cultural Affairs \(/lightning/r/Boards and Commission\\_c/a09i000001i0wBIAAI/view\)](#)

Original Start Date  
[REDACTED]

End Date  
[REDACTED]

Other boards or commissions served ⓘ  
[REDACTED]

∨ Work Information

Employer  
Rocky Mountain Public Media

Position  
[REDACTED]

Business Phone #  
[REDACTED]

Work Email  
[REDACTED]

Work Address  
[REDACTED]

Work City  
[REDACTED]

Work State  
[REDACTED]

Work Zip  
[REDACTED]

Additional Information

**BAC-9405**

Are you a registered voter?

Yes

If so, what county?

Adams

Denver City Council District No

N/A

Conflict of Interest Explanation

Education and General Qualifications

Name of High School

Thomas Jefferson High School

Location of High School

Denver

# of Years Attended High school

4

Did you Graduate High School

Yes

Name of College

University of Michigan

Location of College

Ann Arbor

# of Years Attended College

4

Did you Graduate College

Yes

Undergrad Major

English, Communications, African/African-American Studies

Reference Details

Reference Name #1

Reference Phone #1

Reference Name #2

Reference Phone #2

Reference Name #3

Reference Phone #3

Agree to a background check



Owner



Objection to appointment?

No

Special Information

Registered Lobbyist

No

Conflict of Interest

No

Name of Graduate School

Regis University

Location of Graduate School

Denver

# of Years Attended Graduate School

2

Did you Graduate

Yes

Graduate Major

MBA Marketing

Reference Email #1

Reference Address #1

Reference Email #2

Reference Address #2

Reference Email #3

Reference Address #3


Created By

[Denver Integration \(/lightning/r/User/005i0000006RqfvAAC/view\)](#),  
4/26/2024 6:38 PM

Last Modified By

[Denver Integration \(/lightning/r/User/005i0000006RqfvAAC/view\)](#),  
4/26/2024 6:38 PM

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