

DAVID W. THIEMANN

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SUMMARY

Proven experience producing results in marketing and communication management, media/digital media sales, media management, training/development, and innovative product development. Goal-oriented, customer-focused, proven leader who develops performance-based solutions for customers and work teams.

- Manage over 200 consumer-based marketing events annually for the McDonald Automotive Group to maximize lead generation and ultimately achieve sales goals.
- Introduced new high impact marketing programs for the Greeley Tribune that produced over \$50,000 in first three months including New Movers, Headliners and new digital services from AdCellerant.
- Developed and implemented the rebranding of Daily Nebraskan Media Group to include digital, event, out-of-home and print platforms to achieve plan two years running.
- Developed and implemented an event marketing platform that produced over \$140,000 in new revenue in its first year and also won the Lee Enterprises President's Award for Innovation.
- Created and implemented a consultative sales training program as well as a new compensation plan for the LJS Media Sales Team.
- Developed digital, customized, content-driven marketing programs for major retailers like Target, Kohl's and Toyota.
- Developed and launched sales drive focused on digital integration for companywide media sales teams that produced over \$1 million in new revenue.
- Developed and launched a new website and publication in Windsor, CO that surpassed revenue projections and won the General Excellence and Sweepstakes Award from the Colorado Press Association.

OBJECTIVE

Secure a marketing leadership position so that I can apply my skills and talent to achieve strategic and revenue goals, develop work teams and improve customer satisfaction.

PROFESSIONAL EXPERIENCE

McDonald Toyota/McDonald Automotive Group

Marketing Manager

Greeley, CO

May 2020-Present

- Create and manage all marketing plans for McDonald Toyota (Greeley and Fort Morgan)
- Specific focus on digital and event marketing
- Manage a media and event budget of over \$800,000 annually

University of Nebraska-Lincoln, College of Journalism & Mass Communication

Guest Lecturer

Lincoln, NE

2019-Present

- Media Sales & Account Management Pop-up Class
- Fall and Spring Semesters

Greeley Tribune

Sales Director

Greeley, CO

June 2019-May2020

- Developed and implemented GT Media brand to diversify our go-to-market strategy. We now offer digital, print, event and custom marketing plans designed around our customers' goals.
- Manage and motivate a team of seven sales and marketing professionals to achieve revenue goals.

Daily Nebraskan Media Group/University of Nebraska

Director of Sales & Marketing

Lincoln, NE

2015-2019

- Developed and implemented the rebranding of Daily Nebraskan Media Group to include digital, event, out-of-home and print platforms to achieve plan two years running.
- Introduced new digital billboard platform which produced \$35,000 in new revenue first year
- Introduced new custom event platform which produced \$30,000 in new revenue first year
- Won multiple national awards from the College Media Business and Advertising Managers (CMBAM) in 2016 and 2017 for innovation and revenue growth.

Lincoln Journal Star/LJS Media Group,

Marketing, New Business and Events Manager

Lincoln, NE

2014-2015

- Created and implemented consumer and B2B growth strategies, sales training programs and event marketing opportunities.
- Produced over \$140,000 in new revenue from our event plan which includes Taste of Home Cooking School, Thrive Expo, Prep Sports Banquet, First Bite Restaurant Week and Inspire – Celebrating Women's Leadership.
- Secured \$70,000 in new revenue from Star Saver Coupons, our new monthly print and digital coupon book.

Swift Communications, Inc.,
Customer Marketing Manager

Carson City, NV/Greeley, CO
2005 - 2014

- Negotiated and closed national retailer contracts producing over \$4 million annually.
- Identified key opportunities and sales training needs to produce over \$1 million in new revenue.
- Developed and launched, SwiftLuxe, digital/print media network serving Colorado, Nevada and California.
- Developed and launched Swift Media Network; 30 newspapers and websites for national retailers.

Sales and Marketing Director, Greeley Tribune
Publisher, Windsor Now

Marketing & Business Development Director

- Developed and implemented marketing and growth strategies for the Greeley Tribune, Windsor Now, Northern Colorado Homes, La Tribuna, The Fence Post, Tri-State Livestock News, Farmer & Rancher Exchange.
- Conducted primary research, focus groups and analysis for readership and media usage in northern Colorado.
- Responsible for successfully developing, leading and achieving business plans, revenue budgets and expense budgets totaling \$5 million+.

Denver Newspaper Agency (DNA),
National Advertising Manager

Denver, CO
2003-2005

- Maximized national advertising revenue by positioning Denver as a top 10 market in delivering key consumer demographics, with unparalleled penetration and readership.
- Led a sales team of 15 category managers to achieve an annual revenue budget of \$60 million.
- Developed and implemented business plans for new products including digital media, direct marketing, event marketing and printing.

Block Communications,
Director of Advertising
Director of Marketing and New Business Development
Retail Advertising Manager

Toledo, OH
1997 - 2003

The Des Moines Register (Gannett),
Retail Sales Manager,
Retail Sales Supervisor
Retail Inside Sales Coordinator
Retail Inside Sales Representative

Des Moines, IA
1989 - 1997

EDUCATION AND TRAINING

Center for Sales Strategy, Tampa, FL
Certified Trainer, Talent Focused Management/3R Selling, 2009

Northwestern University, Chicago, IL
Media Management Program, March 2007

Denver Newspaper Agency, Denver, CO
Directors Program, 2004

Gannett Co., Des Moines, IA
Sales Executive Program, 1993-1994

University of Nebraska, Lincoln, NE
College of Journalism, 1984 -1989

COMMUNITY INVOLVEMENT

2019, Marketing Committee, Colorado Farm Show, Greeley, CO
2019, Silent Auction Chair, United Way Live United Celebration, Greeley, CO
2015 - 2019, Class Speaker, University of Nebraska College of Business, Sales Excellence Track
2010 - 2014, Windsor 6th Man Club, Vice President, Windsor, CO
2007 - 2011, Windsor Rotary Club, Windsor, CO
2007 - 2009, Windsor Community Foundation, Board of Directors, Windsor, CO

HONORS AND RECOGNITION

2016, 2017, 2018 Best Ancillary Operation, College Media Business and Advertising Managers (CMBAM)
2014, Lee Enterprises President's Award for Innovation
2012, 2013 Best Sales Integration, Growth Awards, Swift Communications, Inc.
2009, Sales Leader Certification, Center for Sales Strategy, Tampa, FL
2008, General Excellence and Sweepstakes Winner, Colorado Press Assoc.
2007 Advanced Executive Program, Media Management, Northwestern University, Chicago, IL
2004 Denver Newspaper Agency Executive Leadership Program