

NICK DYER

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PROFESSIONAL EXPERIENCE

NBC, New York, NY

Head of Digital – The Tonight Show Starring Jimmy Fallon

2021-Present

Oversee the development of digital content, strategy and production for The Tonight Show Starring Jimmy Fallon.

- Set, plan, and execute a comprehensive digital strategy across YouTube, Facebook, Twitter, Instagram, TikTok, Snapchat and emerging platforms
- Develop, write, direct, and produce original content and series for The Tonight Show and Jimmy Fallon brands
- Manage budgets, timelines, production schedules, and deadlines for all digital initiatives
- Work directly with talent and talent department to bridge across personal and show content
- Partner with network to help ideate and execute sales and revenue opportunities

Consulting Producer – That's My Jam, Password

2022-Present

Lead the digital production strategy and original content creation for That's My Jam and Password.

Comedy Central, New York, NY

Senior Director, Digital – News & Stand-Up

2020-2021

Oversee digital efforts for all of Comedy Central's news and stand-up programming including The Daily Show with Trevor Noah and Comedy Central Stand-Up series and specials

- Lead a team of 10 producers, editors and writers working across all news & stand-up programming
- Spearhead the strategy and development for a variety of content including video series, emerging tech, and podcasts
- Monitor analytics for all news and stand-up programming including views, engagement, watch time and additional KPIs to grow show audiences, drive revenue and inform future strategies and developments

Director, Digital – News & Stand-Up

2018-2020

- Lead the development of digital content and strategy for The Daily Show with Trevor Noah, The Opposition w/ Jordan Klepper, The Jim Jefferies Show, and Comedy Central Stand-Up specials/series

Senior Producer, Digital – The Daily Show with Trevor Noah

2016-2018

- Manage the development of digital content and strategy for The Daily Show with Trevor Noah
- Research and help produce the The Daily Show Presents: The Donald J. Trump Presidential Twitter Library exhibit and New York Times Best Seller book

Producer, Digital – Scripted Series

2014-2016

- Manage digital content and strategy for The Daily Show, South Park, Tosh.0, Key & Peele, Nathan For You and Review

TV Land, New York, NY

Operations Manager, Digital

2012-2014

- Manage all aspects of digital content and video operations for TV Land original and acquired series across desktop, mobile and social

AWARDS

- Won the Creative Arts Emmy Award for Outstanding Short Form Variety Series: The Daily Show with Trevor Noah (2017), Nominated for Outstanding Interactive Program: The Daily Show with Trevor Noah (2018, 2019)
- Won the Cannes Lions Outdoor Grand Prix Award and Clio Award in Television Innovation: The Daily Show Presents The Donald J. Trump Presidential Twitter Library (2018)
- Recipient of Elon University's Top 10 Under 10 Alumni Award (2020)

EDUCATION

Elon University, Elon, NY

Graduated May 2011

- Bachelor of Arts: Broadcast & New Media