



# JEDD DAVIS



FREELANCE EVENT PRODUCER  
(WHO WEARS MANY HATS)

Remote / National Fly In-Fly Out / San Diego, CA & Las Vegas, NV

## PROFESSIONAL EXPERIENCE

Passionate, scrappy, and motivated marketing and sales professional with an entrepreneurial mindset. Resourceful, innovative, forward-thinking, and committed. Results-driven and award-winning with almost 15 years of agency experience representing top Fortune 500 brands. Self-starter with a proven track record in experiential marketing, strategic event planning, creative and brand development, project management, client service, and national field team operations focused around live event activations.

## CONTACT

619-333-1376

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www.JEDDXM.com

LinkedIn/jeddcDavis

## HARD SKILLS

- Experiential Marketing
- Live Event Management
- Planning & Logistics
- Fabrication & Production
- Go-To Market Strategy
- Project Management
- Field Team Operations
- Mobile Tours & Routing

## SOFT SKILLS

- Team Work
- Leadership
- Problem Solving
- Resourceful
- Self-Starter
- Relationship Building

## AWARDS

- TOP 100 Magazine | Innovators & Entrepreneurs
- Marketing 2.0 Outstanding Leadership Award
- ACOSTA Chairman's Award - Client Trust

### EVENT MARKETER

- Best Multicultural Event Campaign (Budweiser Futbol Kings)
- Best Sports Activation (NBC Sports)

### CHIEF MARKETER

- Best Use of Experiential Marketing (NBC Sports)
- Best Sports Sponsorship or Tie-in (NBC Sports)

## MY WORK

### LEAD EVENT PRODUCER 2023 - current

JEDDXM  
&  
The ID Agency

### MATTEL HOT WHEELS

- >> Lead on-site producer of the North American leg of the global Hot Wheels Legends Tour across 11 U.S. cities.
- >> Facilitate day of run of show with all clients and partner vendors to provide family fun entertainment to 3-5k car enthusiasts per stop through various event touchpoints.

### MULLEN AUTOMOTIVE & BOLLINGER MOTORS

- >> Responsible for the overall on-site guest experience, and management of 30+ traveling tour staff across 16 cities for Mullen's 2023 "Strikingly Different" US EV Tour.
- >> Successfully lead the staffing and on-site guest experience at CES 2024 in one of the largest 100 x 100 booth set ups while assisting production show duties.

### LEAD EVENT PRODUCER & PROJECT MANAGEMENT 2020 - current

JEDDXM  
&  
X-FCTR

### TARGET

- >> Operate as the lead event producer to successfully activate in-store special events across 1950+ store locations
- >> Manage all elements of event production and mobile tours including planning, staffing, talent sourcing, logistics, creative assets, and client communication with Target HQ, store management, and 3rd party vendors.
- >> Oversee 15-18 Regional Managers in the logisitcs planning across 200 stores during activation weekend.

### PETMATE CHUCKIT! NATIONAL FETCH DAY

- >> Simultaneously lead planning, strategy, fabrication, staffing, and execution across 30 events nationwide to celebrate the annual best dog party of the year!

### NBC SPORTS

- >> Artist/Talent sourcing, negotiations, management, and program logistics weekly for NBC-NFL canVS. Painting the Path to Superbowl LVI campaign.
- >> Managed media road tour and VIP influencer party to promote event day tune-in for 148th Kentucky Derby.

# IN THE NEWS

JEDD DAVIS I THE TOP 100 MAGAZINE

MULLEN'S 2023 STRIKINGLY DIFFERENT US EV TOUR

TABITHA BROWN x TARGET COLLECTION

STONEY CLOVER LANE x TARGET COLLAB

CHUCKIT! NATIONAL FETCH DAY TURNS FIVE!

NBC SPORTS PAINTING THE PATH TO SUPERBOWL

COASTER CYCLES LAUNCHES NEW XM DIVISION

# EDUCATION

Texas State University  
San Marcos, Texas



Bachelor of Arts, Communications Studies

WXM

JEDD

EXPERIENTIAL  
MARKETING  
DIRECTOR &  
BIZ DEV

2018 - 2020

COASTER CYCLES

ACCOUNT  
MANAGER

2014 - 2018

MOSAIC

SR. PROJECT  
MANAGER

NATIONAL FIELD  
MARKETING &  
MOBILE TOURS

2009- 2014

CMN EVENTS

TOUR MANGER

2008 - 2009

MARKETING WERKS

**NETFLIX, WENDYS/DOOR DASH, NESTLE, CORONA, LITTLE TIKES, CHASE BANK, SUNDAY RILEY**

>> In partnership with CEO and Founder, helped design and launch the company's new experiential marketing division and signed on 22+ new clients generating \$800k in revenue.

>> Led prospecting outreach, strategy, and ideation with brands and agencies to build custom sampling vehicles for mobile tours, live event activations, and out-of-home pedicab advertising campaigns.

**NESTLE, STARBUCKS, AT&T, STUBHUB**

>> Excelled as the client service lead for Nestlé's internal Presence Marketing team to deliver unique consumer experiences and ensured programs remained on target and within the scope of work for Haagen-Dazs, Coffee-mate, Nesquik, Dolce Gusto, & Outshine.

>> Increased Nestlé business from 2 to 5 five brands, resulting in organic revenue growth from \$2.5MM to \$8MM through superior execution, building client trust, and new business development strategies.

>> Negotiated and led the agency's first multimillion-dollar University partnership program across three college campuses for Nestlé Coffee-mate and managed 30+ college brand ambassadors and digital influencers.

**NFL, CORONA, NIKE, MCDONALDS, MAUI JIM**

>> Produced national live event promotional programs and tours targeted toward Hispanic and general market consumer retail channels while functioning as a direct liaison with clients to supervise program daily operations.

**ANHEUSER-BUSCH, H&R BLOCK, MCCORMICK, P&G**

>> Recruited, trained, and managed 30+ field marketing managers and brand ambassadors nationwide to execute successful mobile tours, live events, brand promotions, and on/off-premise retail sampling initiatives.

>> Creative design and fabrication of vehicle solutions to fit clients' needs in the business-to-business, educational outreach, and consumer event marketing channels.

**WALGREENS WELLNESS TOUR**

>> Created awareness for Walgreens in a 48 consecutive week "Walgreens Take Care Mobile Wellness Tour" across the Midwest region of the U.S.

>> Worked with a traveling team of 6 people to administer complimentary health screenings in underserved, low-income neighborhoods.

>> LET'S GET TO WORK.