



JEDD DAVIS



SR. FREELANCE EVENT PRODUCER
(WHO DELIVERS RESULTS ON-TIME WITHIN BUDGET)

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

PROFESSIONAL EXPERIENCE

Passionate, motivated and results driven Senior Event Producer with an entrepreneurial mindset. Resourceful, innovative, forward-thinking, and committed. Industry trusted and award-winning with almost 15 years of agency experience representing top brands and agencies. Self-starter with a proven track record in experiential marketing, strategic event planning, project management, client service, and national field team operations, focused around consumer live event activations.

CONTACT

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HARD SKILLS

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

SOFT SKILLS

Team Work Project Leadership
Strategic Problem Solving Operational Efficiency
Financial Stewardship Stakeholder Collaboration

AWARDS

Chief Marketer 2025 Best Cause Driven Campaign
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 & PROJECT MANAGEMENT

2020 - Current

JEDDXM FREELANCE

In Partnership with:
X-FCTR

CREATIVE RIFF
COLE COLLECTIVE
GOOD PEOPLE EXP
THE ID AGENCY

TARGET (2020-current ongoing)

- Lead Event Producer for flagship retail events across (1,950+) Target locations, managing end-to-end production, including staffing, logistics, talent, creative production, and HQ communication, while overseeing (15-20) Regional Managers to execute operations for (200+) stores per activation weekend.
- Projects Highlights: Tabitha Brown, Wicked x Cynthia Erivo. Diane Von Furstenberg, Stoney Clover Lane, LEGO, Nintendo

BRAVOCON LAS VEGAS (2025)

- Orchestrated on-site movement for (100+) talent "Bravo-lebs" into the main Bravo Bazaar while directing a (50+) person security team.

DISNEY SPA POP UPS (2025)

- Served as Lead Production Manager for (3) custom Disney influencer spa-themed pop-ups across Nashville, Atlanta, and Dallas, overseeing creative development, budgeting, vendor management, and execution to promote Disney branded television.
- Delivered the program under an aggressive (6) week turnaround, achieving a 22% gross profit margin despite a \$40K reduction to the original \$650K SOW budget.

FX - ALIEN EARTH - SAN DIEGO COMIC-CON (2025)

- Acted as the digital client lead and on-site event producer, driving the strategy and execution of the FX custom pop-up podcast experience, including build oversight, logistics, talent movement, crew leadership, and influencer content capture.
- Support producer to help manage a ~20,000 sq ft immersive crash-site experience for Alien: Earth -The Wreckage on the Hilton Bayfront lawn for 13 days consecutive.

BUMBLE LAS VEGAS STUNT (2024)

- Drove transportation and on-site logistics for a high-profile Las Vegas wedding stunt, coordinating limo movement, guest flow, and real-time operations to marry (33) couples in one day for the brand's "It Started with Bumble" campaign at the iconic Little White Chapel.

THE ULTRA COUNTRY CLUB - SUPER BOWL LVIII (2024)

- On-site Producer for Michelob Ultra's Ultra Country Club at Topgolf Las Vegas during Super Bowl weekend, supporting the full venue brand takeover, on-site operations, FOH ticketing/line control, VIP red carpet, and artist trailer riders for Lil Wayne, T-Pain, and Alesso.

IN THE NEWS

JEDD DAVIS | THE TOP 100 MAGAZINE

BOLD JOURNEY MAGAZINE MEET JEDD DAVIS

TABITHA BROWN x TARGET COLLECTION

WICKED x TARGET WITH CYNTHIA ERIVO

DISNEY'S GLAM AND GLOW POP UPS

BUMBLE WEDDING EXTRAVAGANZA IN VEGAS

MB LAUNCHES CLIFFORD TAKES A RIDE TOUR

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



JEDDXM
FREELANCE CONT.

CLIFFORD TAKES A RIDE - MERCEDES-BENZ (2024)

- Led production and on-site execution for Mercedes-Benz's Clifford Takes a Ride—**winner of the Chief Marketer 2025 Best Cause-Driven Campaign**—managing client relations, Sprinter tour operations, and full program delivery.
- Directed tour staff and kid-focused programming, guiding 200+ children per stop through hands-on road-safety activities with smooth logistics and safety oversight.

MATTEL HOT WHEELS LEGENDS TOUR (2023-2024)

- Lead On-Site Producer for the North America Hot Wheels Legends Tour for (2) consecutive years, overseeing (11) U.S. cities and managing day-of staffing, production, client communication, and sponsorship partners for 3–5K attendees per event at Walmart retail locations.
- Generated an average 150% increase in local store sales after every tour stop.

NBC SPORTS (2022-2023)

- **NBC-NFL PAINTING THE PATH TO SUPERBOWL LVII:** Produced NBC-NFL's CanVS. experiential campaign, spearheading 22 local graffiti artists and supervised all virtual and on-site logistics for weekly Sunday Night Football activations and the Super Bowl finale.
- **148th KENTUCKY DERBY:** Managed a national sweepstakes, 4-city media tour, and NYC influencer event with a custom mini horse trailer, supporting NBC's 19M peak tune-in—it's highest since 2019 and top telecast since the Super Bowl.

NETFLIX, WENDY'S, DOOR DASH, NESTLE, CORONA, LITTLE TIKES, CHASE BANK, SUNDAY RILEY

- Partnered with the Founder/CEO to launch a new experiential marketing division, signing (22+) clients and generating \$800K in revenue while leading outreach, strategy, and ideation for custom mobile tour and out-of-home sampling vehicles.

NESTLE EXPERIENTIAL & COLLEGIATE MARKETING

- Oversaw strategic account leadership and on-budget delivery for Nestlé's experiential portfolio, managing programs across Häagen-Dazs, Coffee-mate, Nesquik, Dolce Gusto, and Outshine.
- Expanded the business portfolio from 2 → 5 brands, driving revenue from \$2.5MM to \$8MM, and secured the agency's first multimillion-dollar university partnership for Coffee-mate, managing 30+ ambassadors and digital influencers across three campuses.
- Additional notable client projects: Starbucks, AT&T, & StubHub

NFL, CORONA, NIKE, MCDONALDS, MAUI JIM

- Operated national experiential tours and live event programs targeting Hispanic and general market consumers, serving as the primary client liaison to manage day-to-day operations, multi-month routing tour schedules (3–9 months), and budgets ranging from \$500K to \$2.2M.

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

- Managed nationwide staffing (30+) field managers and brand ambassadors and led creative design/fabrication of custom vehicle solutions for mobile tours, educational outreach, and consumer live event promotional campaigns.

XM DIRECTOR
&
NEW BIZ DEV

2018 - 2020

COASTER CYCLES

ACCOUNT
MANAGER

2014 - 2018

MOSAIC

PROJECT
MANAGER
–
NATIONAL FIELD
MARKETING &
MOBILE TOURS

2009 - 2014

CMN EVENTS

>>LET'S GET TO WORK.