



JEDD DAVIS



FREELANCE EVENT PRODUCER (WHO WEARS MANY HATS)

Remote / National Fly In-Fly Out / San Diego, CA

PROFESSIONAL EXPERIENCE

Passionate, scrappy and motivated, event marketing professional with an entrepreneurial mindset. Resourceful, innovative, forward-thinking, and committed. Results-driven 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 centered around consumer-facing activations.

CONTACT

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www.JEDDXM.com



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HARD SKILLS

- Experiential Marketing
- Live Event Management
- Planning & Logistics
- Fabrication & Production
- Go-To Market Strategy
- Project Management
- Field Team Operations
- Brand Sponsorships

SOFT SKILLS

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

AWARDS

- 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
&
X-FCTR

TARGET

- >> Operate as the lead event producer in partnership with the Account team to successfully activate in-store special events across 1950+ store locations to celebrate holiday key occasions and brand partnership limited-time offers.
- >> Manage all elements of event production including planning, staffing, talent sourcing, logistics, creative assets, and client communication with Target HQ, store management, and 3rd party vendors.
- >> Oversee Target and agency internal creative teams to build out seasonal online content for Target.com/Events

PETMATE CHUCKIT! NATIONAL FETCH DAY

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

NBC SPORTS

- >> Artist 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.

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 20+ new clients generating \$800k in revenue.

COASTER CYCLES

- >> Led prospecting outreach, strategy, and ideation with brands and agencies to build custom sampling vehicles for live event activations and out-of-home pedicab advertising campaigns.
- >> Provided in-market management training and support to 30+ national field team operators.

IN THE NEWS

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



XM

JEDD

ACCOUNT
MANAGER
2014 - 2018

MOSAIC

SR. PROJECT
MANAGER

NATIONAL FIELD
MARKETING &
MOBILE TOURS

FIELD
MARKETING
MANAGER
2009 - 2014

CMN EVENTS

TOUR MANGER
2008 - 2009

MARKETING WERKS

NESTLE, STARBUCKS, AT&T, STUBHUB

>> Excelled as the client service lead for Nestlé's internal Presence Marketing team to deliver unique 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 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.

ANHEUSER-BUSH

>> Development, management, and execution of Anheuser-Busch local beverage sampling programs to increase brand awareness for beer brands. (On-Premise & Off-Premise)

>> Conducted ongoing recruitment of Brand Ambassadors to maintain a well-polished team of 25-30 local brand promotional models.

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.

>> Assisted in the setting up and breaking down of mobile tour setup, scheduled travel, collected data on events, and managed expense reports for a team of 6 people.

>> LET'S GET TO WORK.