

John Edward Doe

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Innovative, progressive special events manager with more than 15 years experience in the non-profit and corporate sectors, specializing in cause related marketing with proven leadership qualities.

Summary of Qualifications

- ♦ Event Planning
- ♦ Event Management
- ♦ Event Promotion
- ♦ Fundraising
- ♦ Database Software
- ♦ Integrated Public Relations
- ♦ Dynamic Advertising
- ♦ Volunteer Coordination
- ♦ New Business Development
- ♦ Marketing
- ♦ Meeting Planning
- ♦ Copy Writing

Professional Experience

Manager of Special Events ♦ Houston Foodbank ♦ 2004 to Present

Design, plan, implement, market, and execute all special events in order to generate revenue, while working within budgets and exceeding expectations. Excellent working relationship with various boards, upper level management, staff, and volunteers.

- ♦ Manage the world's largest, award winning, Rubber Duck Regatta, generating in excess of \$500,000 in unrestricted funds.
- ♦ Produce Hunger Walk and 5k Run, raising more than \$130,000 in 2010.
- ♦ Direct the nation's highest netting Taste of the NFL, increasing the quality of event components to raise over \$100,000 in 2009.
- ♦ Doubled revenue of Empty Bowls event, netting over \$20,000 in 2009.
- ♦ Team leader in Check-Out-Hunger program, doubling revenues to over \$100,000 since 2006.
- ♦ Assist in creating and implementing Candy Canes Can End Hunger; responsible for marketing event kickoff and media relations.
- ♦ Created Foodstock, a new fall volunteer activity.
- ♦ Catalyst in developing new procedures to expedite volunteer sorting and food distribution during the National Letter Carrier's Food Drive.
- ♦ Engineered partnership with the Cinciditarod.
- ♦ Created and executed Feeding America Bringing Hope to the Table warehouse event.
- ♦ Execute Annual Meeting.
- ♦ Managed groundbreaking ceremony and grand opening of new Cincinnati Cooks and Administrative building.
- ♦ Created National Day of Service volunteer activity, PowerPacking, on Fountain Square.
- ♦ Conceptualize and execute Celebrity Duck Auction, including autographs from well-known celebrities and local dignitaries.
- ♦ Provide art direction and creative inspiration for event related marketing collateral.
- ♦ First to conduct live press conference from atop Purple People Bridge.
- ♦ Assist in multiple aspects of \$13 million capital campaign.

New Business Development Coordinator ♦ Simple Marketing Communications, Inc. ♦ 2002 to 2004

Responsible for strategic event marketing, corporate event communications and new business development.

- ♦ Acted as lead volunteer event coordinator and cultivated sponsorship for Rochester, New York's annual 10 day MusicFest 2002 and 2003.
- ♦ Developed and cultivated sponsorship for Main Street Fort Worth Arts Festival, one of the top ten art festivals in the nation.
- ♦ Assisted in organizing components of Sara Lee Foods' national sales meeting and Cintas annual meeting.

Special Events Coordinator ♦ The Houston Zoological Gardens ♦ 2000 to 2002

Create, coordinate, and implement all large scale marketing events.

- ♦ Crafted marketing campaign for Winter Wonderland, a month-long holiday festivity.
- ♦ Coordinated annual Halloween Spectacular, including creating and designing set, managing volunteers, and advertising.
- ♦ Heightened community involvement in African-American History Day event by reaching out to the educational leaders of the community.

Community Relations Manager ♦ Barnes & Noble Booksellers ♦ 1994 to 2000

Liaison between corporate headquarters and local media, businesses, organizations, and the community.

- ♦ Established literary sponsorship of Cincinnati Shakespeare Festival
- ♦ Developed the standard for district and regional book fairs, raising \$30,000 for a Cincinnati school.
- ♦ Conceptualized, implemented, and solicited sponsorship for Polar Express 5k fun-run/walk.
- ♦ Organized all major literary events for corporate author promotions.

Education

Texas Tech University ♦ Lubbock, Texas ♦ 2002 to 2005

University of Texas ♦ Austin, Texas ♦ 1985 to 1989