

# JAKE DODGE

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## EMPLOYMENT

### March 2022 - January 2025 / **EVENT & CREATIVE DESIGN ACCOUNT MANAGER** / FMP Productions

- Strategically plan and execute a diverse portfolio of high-impact events, including road races, golf tournaments, basketball tournaments, and galas, tailored to meet the objectives of both nonprofit and corporate clients.
- Develop and manage precise event budgets by cultivating strategic partnerships with vendors and sponsors, ensuring cost-effective execution and successful event outcomes.
- Lead the coordination and design of all graphical elements for events on my lead, including program books, large-scale print projects, signage, videos, and more. Additionally, provide key support for the company's broader graphic design needs, ensuring high-quality and cohesive visual communication.
- Manage all aspects of travel logistics, including transportation, lodging, and schedules for guests involved in programs with both national and international reach.
- Focused efforts on growing our road races, resulting in the addition of 3+ events and the introduction of 2,500+ new runners to FMP Races.
- Designed and managed a comprehensive event program for 30+ Boston Marathon charity runners, representing multiple nonprofit clients and contributing to the successful fundraising of more than half a million dollars for their organizations.

### May 2018 - March 2022 / **SELF-EMPLOYED**

- Serve as lead designer, brand manager, and event operations team lead for the prestigious Boston Triathlon, ensuring a seamless blend of creative vision, operational excellence, and efficient teamwork.
- Conceptualized and launched multiple virtual and in-person running events and series, strategically designed to comply with COVID-19 guidelines. Successfully engaged over 750 unique participants, fostering community involvement and generating over \$55,000 for the client during the pandemic.
- Managed operations and logistics for a diverse portfolio of nationally recognized events, including the Boston Triathlon, UNH Wildcats, Ted Williams Foundation, Unit Nutrition, Children's Hospital at Dartmouth-Hitchcock, and multiple professional athletes.
- Developed innovative branding and identity strategies to enhance event experiences, ensuring lasting impressions for participants and stakeholders.
- Demonstrated a commitment to social responsibility by active participating in charitable initiatives, particularly for animal rescue causes.

### May 2015 - May 2018 / **DIRECTOR OF CREATIVE SERVICES** / Millennium Running

- Managed and oversaw the branding of company assets for over 25 signature events annually.
- Spearheaded the design process for race shirts, websites, registration pages, advertisements, social media content, event signage, and more.
- Developed and created compelling partner relationship proposals to secure event sponsorships of around \$100,000 annually.
- Innovated and implemented promotional ideas, enhancing the racer experience and engaging over 25,000 runners each year.
- Designed the iconic Run NH logo and apparel line, which continues to drive over 50% of total apparel sales in the retail store, demonstrating long-term brand impact and consumer appeal.
- Directed a dedicated team to set up visually appealing finish line areas and execute sponsor activations at every event.

### October 2013 - May 2015 / **GRAPHIC DESIGNER** / Gigunda Group

- Engaged in every stage of experiential event planning, from ideation to the seamless execution of the event.
- Generated comprehensive event space renders, signage concepts, and other elements for approval by both the accounts team and the respective brands.
- Collaborated closely with the accounts team to not only meet but surpass client expectations in the creative aspects of experiential contracts.
- Produced precise print files derived from design renders, facilitating the production team's installation and execution process.
- Led the art team in executing award-winning projects such as Duracell Power Forward Disaster Response, Ben & Jerry's National 'Core' Tour, Exclusive CHEEZ-IT Heisman Trophy Party, among others.

## ABOUT ME

Results-driven event planner with extensive experience in organizing a diverse range of events, including road races, golf and basketball tournaments, and galas. Proven ability to develop and adhere to strict budgets, establish strategic vendor and sponsor partnerships, and manage comprehensive travel logistics. Skilled in graphic design, contributing to the creation of impactful marketing materials. Dedicated to growing event participation and driving successful fundraising efforts for non-profit clients.

Embrace challenges with enthusiasm and resilience. As an endurance athlete, passionate about animal rescue, licensed foster parent, avid golfer, and sports enthusiast, I thrive on overcoming obstacles. Outside of work, I've achieved milestones such as completing the Boston Marathon (twice) and Chicago Marathon, conquering the 2017 IRONMAN 70.3 at Mont-Tremblant, and finishing numerous half marathons.

## EDUCATION

Southern New Hampshire University • B.S., Sport Management, 2007

## SKILLS

- Event Planning & Logistics • Adobe Creative Cloud (Photoshop, Illustrator, InDesign) Wizard • WordPress/Wix/Web Platforms
- E-Mail Marketing • Photo Shoot Direction • Social Media Management
- Transportation/Driving (GVW up to 26,000) • Audio/Visual Set-Up
- Photography/Videography