

Contact

www.linkedin.com/in/jessdoren
(LinkedIn)

Top Skills

Senior Stakeholder Management
Collaborative Problem Solving
Experiential Marketing

Jess D.

Head of Experiential & Production
New York, New York, United States

Summary

Passionate, results-driven executive event leader and award-winning experiential strategist. I have collaborated both in house and agency side, driving marketing strategies and bringing brands to life through innovative experiential marketing campaigns.

As the Sr. Director Head of Experiential & Production at IHEARTCOMIX, I lead a team of creative and production professionals to design and execute immersive and engaging experiences for diverse audiences and brands. My unique specialties include live experience design, event production, XFN team management and growth, 360 campaign planning, content development and production, and budget forecasting and reconciling.

Previously, I worked at TikTok as the Global Experiential Event Production Lead, where I successfully launched and managed several high-profile global and regional events and experiences.

My mission is to create memorable and meaningful experiences that connect brands and consumers, inspire action, and generate impact.

Experience

IHEARTCOMIX

Sr Director Head of Experiential & Production
January 2023 - Present (2 years 2 months)
New York City Metropolitan Area

TikTok

2 years 3 months

Global Experiential Event Production Lead
June 2022 - June 2023 (1 year 1 month)
New York, United States

Senior Event Marketing Manager
April 2021 - June 2022 (1 year 3 months)
New York, United States

Served Up
Founder | Head of Production & Partnerships
July 2020 - September 2021 (1 year 3 months)
New York City Metropolitan Area

While the event industry was on pause, I founded Served Up as a way to feed my passion of connecting talented entrepreneurs with established industry movers and shakers while celebrating the people that build culture within our communities.

Served Up is a socially distant event series that celebrates individuality, illuminates diverse perspectives and breaks down retro-norms. We launched in 2020 in NYC and continued our adventures in Miami in 2021.

JessDoren
Executive Producer / Project Director
March 2015 - August 2021 (6 years 6 months)
Greater New York City Area

Produced large scale experiential campaigns for notable brands across the country.

Managed integrated teams; identifying pipeline progress, SOWs, budgets, timelines, and strategy.

Developed marketing strategies supporting live experiences and expanded reach on digital platforms.

Consulted and amplified digital integrations within the event platforms.

Built, managed and grew multi level teams nationally within/outside of organizations.

Created, managed and reconciled budgets upwards of \$6MM+.

Lead new business development and pitching from initial meetings > award phase > execution.

IHEARTCOMIX
Executive Producer
February 2021 - May 2021 (4 months)
Los Angeles Metropolitan Area

Universal's Nobody Drive Through Experience

Warner Bros Space Jam Basketball Refurb & Community Events

Campfire

Executive Producer / Sr Project Manager

January 2020 - October 2020 (10 months)

Los Angeles Metropolitan Area

Amazon Prime Video Hunters 3 Day Experience

Apple TV+ Ghostwriter Content Shoot & Promo

AWARDS: Drums Chair Award & Product Launch of the Year

Superfly

Lead Producer

April 2019 - November 2019 (8 months)

Greater New York City Area

Revolt Summit - Atlanta & Los Angeles

BeautyCon - Los Angeles

AWARDS: Ex Awards Winner x 2

BuzzFeed

Senior Project Manager / Executive Producer

July 2019 - September 2019 (3 months)

Greater New York City Area

Integrated partnership experiences - Bank of America, Chase x NY Knicks x RUN DMC

BuzzFeed

Executive Producer / Project Manager

July 2018 - December 2018 (6 months)

Greater New York City Area

Integrated partnership experiences - Bank of America, Dunkin

We Are BMF

Executive Producer

October 2018 - November 2018 (2 months)

Greater New York City Area

Samsung Pop Up Dog Park & Consumer Experience

MKG - Experiential Marketing

Executive Producer

June 2018 - July 2018 (2 months)

Greater New York City Area

Nike Pegasus Shoe Launch

The Richards Group
Executive Producer
May 2018 - June 2018 (2 months)
Greater New York City Area

We're Magnetic
Executive Producer
February 2018 - May 2018 (4 months)
Greater New York City Area

TLC 3 City Experiential Activation
Facebook's Oculus Pop Up in SoHo

The Workshop Collective
Executive Producer / Head of Production
April 2017 - January 2018 (10 months)
Greater New York City Area

Ketel One Cross Country Festival Tour
Zacapa Luxury Event Partnerships (Art Basel)
Portfolio Experiences

MKG - Experiential Marketing
Senior Producer
February 2017 - March 2017 (2 months)
Greater New York City Area

H&M Coachella Launch with performance by The Atomics at the TSQ location

N/A Collective
Senior Producer
September 2016 - January 2017 (5 months)
Greater New York City Area

Twitter CES B2B Installation
Rhone Production Launch & Media Event
AWARDS: 2017 Gold Ex Award Winner for Best B-to-B Environment

Wonderland Events
Executive Producer
February 2016 - July 2016 (6 months)
Greater New York City Area

Smirnoff Tales of a Cocktail Immersive Dinner
Heineken Tasting Room

N/A Collective

Senior Producer

August 2015 - January 2016 (6 months)

Greater New York City Area

Target & Vogue Fashion Week Experience

Twitter NewFronts

Twitter CES B2B Installation

Awards for Twitter CES include:

2016 BizBash Style Award Winner for Best Corporate Event Concept (over \$250K)

2016 Event Design & Technology Silver Winner for Best B-to-B Environment

Havas

Producer & Logistics Manager

March 2015 - July 2015 (5 months)

Greater New York City Area

Sodexo Quality of Life Conference

Luxury Education Foundation 10 Year Anniversary Event

L'Oreal Executive Gala

McKinney

Producer - Project Manager

October 2014 - February 2015 (5 months)

Samsung 2015 CES Keynote

Jack Morton Worldwide

Producer

February 2014 - October 2014 (9 months)

Greater New York City Area

EmblemHealth - NYC Tour & Triborough Walk

Candy Crush - Union Sq Takeover

Capital One & Verizon Wireless - Campus builds

George P Johnson Experience Marketing

Project Manager

November 2013 - January 2014 (3 months)

Greater New York City Area

Samsung Hope For Children Gala

TH Productions

Account Producer

April 2013 - October 2013 (7 months)

New York, New York

BRANDS: Banana Republic, Miami Tourism, Kate Spade, Rent the Runway, Shinola, Ralph Lauren, Macy's, Old Navy, Comedy Central, Polaroid Fotobar, Vidal Sasson, Vogue, Crest, Fixodent

IMG Live, LLC

Account Manager

September 2012 - April 2013 (8 months)

New York, NY

BRANDS: Adobe, Norton Symantec, Starwood

Momentum Worldwide

Account Executive

June 2010 - September 2012 (2 years 4 months)

New York, New York

BRANDS: AMEX Delta SkyMiles, American Express OPEN, American Express, Porsche

Managed estimates and budgets upwards of \$ 3.4M

Saatchi & Saatchi

Account Management Intern

June 2009 - August 2009 (3 months)

New York, New York

General Mills Yoplait Kids products

Led True Blue intern team

Education

University of Florida

BS, Advertising

University of Florida College of Journalism and Communications

Bachelor's of Science, Advertising