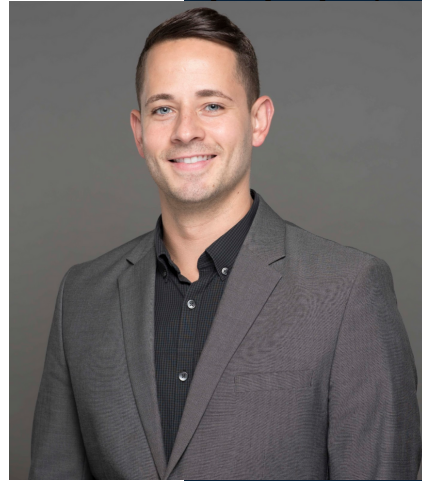


JASON T. RAMOS



EVENT PRODUCER & EXPERIENTIAL MARKETING SPECIALIST

I am a professional experiential specialist with 18 years of experience of event production, brand management, and mobile tour execution. Seeking to leverage my professional expertise and experience into a continued role in the experiential event space.

📞 504.500.0225

✉ Jason.T.Ramos@gmail.com
www.jtramos.com

📍 Alexandria, Virginia

Online Sports Agency | Sept 2016- Jan 2020

On/Off Premise National Program Manager

- Developed opportunities and working relationships with assigned accounts for activations, and consumer and trade engagement activity in on- and off-premise channels.
- Collaborated with local team and distributor partners to drive sales, in-market account planning and activations.
- Conducted strategic planning of consumer/trade activity to optimize reach for the assigned brands and analyzed opportunities nationally.
- Identified best opportunities and used discretionary authority and analysis to propose and schedule activations

Event Producer - Tour Manager-Product Specialist - Brand Ambassador- Emcee

Independent Contractor Oct 2004 - 2021

- Managed and led client Brands such as Microsoft, Google, PernodRicard, Reader's Digest, Snapple, Coca Cola, Academy Sports, Nike etc. through experiential events nationwide.
- Consistently achieved and exceeded program goals and expectations on all marketing executions.
- Utilized strong selling skills to increase distribution and brand visibility in assigned accounts.
- Developed venue relationships: sourcing, site checks, vetting and contract negotiation
- Tracked opportunities, account progression and competitive trends through weekly recaps.
- Managed and trained quality promotional staff of 1-30
- Successfully built and managed budgets over \$1MM
- Processed purchase orders and invoices for related event expenses
- Drafted and tracked relevant client deliverables

2007 | University of New Orleans

Bachelor of Science
Communications

Work Experience

Red Peg Marketing
May 2021 - present

Producer

- Project managed logistics for national tours, multi-day, multi-venue summits and events with multiple complex audience types.
- Managed a focused budget with efficient spending and resourceful problem solving.
- Direct coordination of programming and logistics including venue, hotel, AV, security, catering, printing, environmental fabrication etc.
- Worked with the programming team to provide resources that support run of show and talent needs
- Sourced vendors and negotiate contracts for new and existing vendor partners
- Collaborated with 3rd party production companies to facilitate technical elements of show production including AV, Production Schedules and Staffing Plans
- Created staffing plans and training programs to clearly engage staff involvement in Signature events effectively.
- Maintained thorough and detailed documentation and planning documents including budgets, production decks and staff briefings
- Conducted after actions that includes post event surveys, budget reconciliation, recap decks/videos and data driven recommendations for future events