

# JEN MAHER

PORTFOLIO

[JEN@MAVERICKMKG.COM](mailto:JEN@MAVERICKMKG.COM)

610-357-9144

[WWW.MAVERICKMKG.COM](http://WWW.MAVERICKMKG.COM)

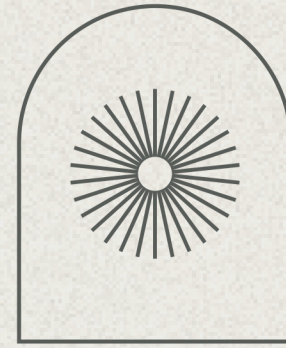
# HELLO

*I'm Jen Maher*

I HAVE OVER 20 YEARS OF EXPERIENCE IN EXPERIENTIAL MARKETING, CLIENT RELATIONSHIPS, ACCOUNT MANAGEMENT, EVENT PLANNING, MARKETING SERVICES, AND PROJECT MANAGEMENT.

---



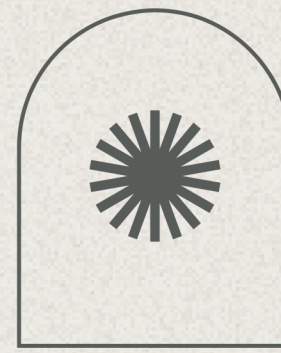


# LEARN MORE ABOUT SOME OF MY EXPERIENCE

MY PASSION LIES IN CREATING BRAND EXPERIENCES THROUGH EXPERIENTIAL MARKETING. OVERSEEING THE CREATION, MANAGEMENT, AND EXECUTION OF EVENTS OF ALL SIZES HAS BEEN A CENTRAL FOCUS OF MY CAREER. FROM INTIMATE GATHERINGS TO LARGE-SCALE ACTIVATIONS, I'VE WORKED WITH DIVERSE BRANDS, TAILORING EACH EVENT TO THEIR UNIQUE IDENTITY AND OBJECTIVES.

IN ADDITION TO MY EXPERTISE IN EXPERIENTIAL MARKETING, MY SKILL SET EXTENDS TO OTHER CRUCIAL AREAS. AS A SEASONED PROJECT MANAGER, I EXCEL IN STEERING COMPLEX INITIATIVES WITH PRECISION. THIS INCLUDES COORDINATING CROSS-FUNCTIONAL TEAMS, EXPERTLY MANAGING BUDGETS, AND ENSURING PROJECTS REMAIN ON TRACK, ON SCHEDULE, AND WITHIN BUDGET CONSTRAINTS. MY ADEPT PROJECT MANAGEMENT SKILLS HAVE CONSISTENTLY PLAYED A PIVOTAL ROLE IN DELIVERING SUCCESSFUL PROJECT OUTCOMES.

IN THE REALM OF MARKETING, I'VE BEEN PART OF SPEARHEADING CAMPAIGNS THAT DRIVE TANGIBLE RESULTS FOR CLIENTS. PROFICIENT IN VARIOUS MARKETING CHANNELS, INCLUDING WEBSITE DESIGN, GRAPHIC DESIGN, SOCIAL MEDIA, AND EMAIL MARKETING.



# STATE FARM INSURANCE

OVERSAW THE PLANNING AND EXECUTION OF 300 EVENTS ANNUALLY FOR STATE FARM INSURANCE FOR THE NORTHEAST REGION (PHILADELPHIA, PA, NEW JERSEY, NEW YORK, BALTIMORE, MD, AND WASHINGTON DC), WHICH INCLUDED A DIVERSE RANGE OF EVENT TYPES:

- POP-UPS
- COMMUNITY INITIATIVES
- CONCERTS
- FESTIVALS
- FAIRS
- CONVENTIONS
- AND MORE.



MUSIC FESTIVAL ACTIVATION



MUSIC FESTIVAL ACTIVATION



STATE FARM ROADHOUSE PROMOTION IN BALTIMORE, MARYLAND



LIVE NATION ACTIVATION IN CAMDEN NEW JERSEY



STAFF ANNUAL MEETING (PART OF THE PLANNING TEAM)



PRIDE PARADE IN WASHINGTON, DC



POP UP EVENT AT DOG PARK IN NEW JERSEY



WOMENS CONFERENCE IN PHILADELPHIA, PA



GOOD MORNING AMERICA SHOWCASE IN NEW YORK CITY



DELIVERING GOODIE BAGS OF NEEDED SUPPLIES AND ENCOURAGING NOTES TO LOCAL SHELTERS IN NEW YORK.



POP UP ACTIVATION IN PHILADELPHIA, PA



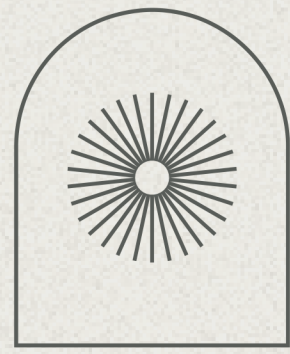
MEXICAN FESTIVAL IN NEW YORK



GOOD NEIGHBOR DAY IN PHILADELPHIA, PICKING UP TRASH AT LOVE PARK



EVENT ACTIVATION IN WASHINGTON, DC



# MILLER BREWING COMPANY

MANAGED MILLER BREWING COMPANY PRODUCTS AT TARGET ACCOUNTS IN PHILADELPHIA, PA, THROUGH PROMOTIONAL EVENTS:

- RESTAURANTS
- BARS
- CONCERT VENUES
- FESTIVALS
- SPORTING EVENTS
- AND MORE



FOOTBALL SEASON PROMOTIONAL EVENT



EVENT ACTIVATION WITH SINGER GAVIN DEGRAW



SUMMER TEAM MEETING WITH NEW UNIFORMS



MILLER LITE AND MILLER CHILL PROMOTIONAL EVENT



AT-HOME SUPER BOWL PARTY WITH PHILADELPHIA EAGLES SHELDON BROWN AND CONTEST WINNERS.



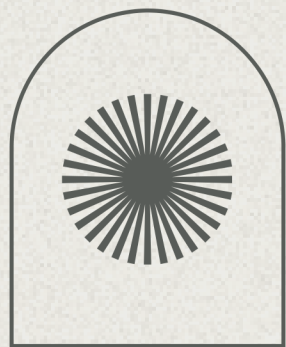
BEER DISTRIBUTOR PROMO AT NASCAR RACE IN DELAWARE.



INTRODUCING NEW PRODUCT OF MILLER SPARKS TO THE MARKETPLACE.



EVENT ACTIVATION AT PHILADELPHIA EAGLES STADIUM WHERE WE RAFFLED OFF A JEEP WRANGLER



# GOPUFF

SPEARHEADED MARKETING  
EFFORTS ACROSS THE  
COUNTRY IN THE FORM OF:

- EVENTS
- STREET MARKETING
- INFLUENCER PROGRAM

# gopuff



POP UP ACTIVATION ON COLLEGE CAMPUS



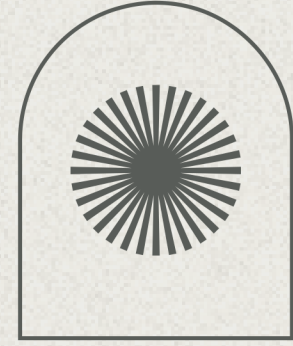
POP UP ACTIVATION ON COLLEGE CAMPUS



POP UP EVENT



POP UP EVENT



# JIM BEAM GLOBAL

MANAGED JIM BEAM GLOBAL  
PRODUCTS AT TARGET  
ACCOUNTS THROUGH  
PROMOTIONAL EVENTS IN  
PHILADELPHIA, PA:

- RESTAURANTS
- BARS



RED STAG BAR PROMOTION



PUCKER VODKA RESTAURANT  
PROMOTION, WITH STAFF WEARING  
BRANDED SHIRTS

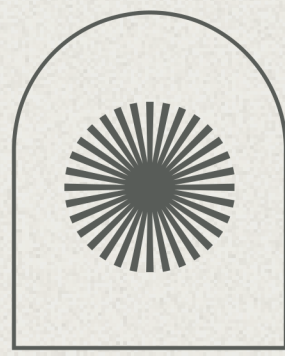


PUCKER VODKA BAR PROMOTION



RED STAG BAR PROMOTION





# ENTERPRISE CARSHARE

MANAGED NEW MEMBER SIGN  
UPS IN PHILADELPHIA, PA,

- POP UP EVENTS
- FESTIVALS
- STREET TEAM ACTIVATIONS
- OFFICE GATHERINGS
- NETWORKING EVENTS



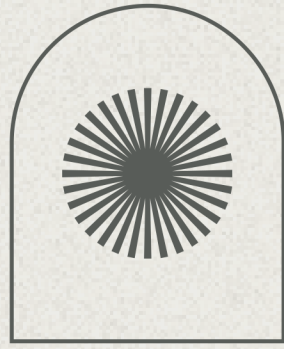
EVENT ACTIVATION



STREET POP UP EVENT



FESTIVAL ACTIVATION



# MAVERICK MKG

CREATE AND OVERSEE  
EVENTS FOR CLIENTS:

- POP UP EVENTS
- FESTIVALS
- OFFICE GATHERINGS
- GRAND OPENINGS
- CONCERTS
- NETWORKING EVENTS
- AND MORE



PHILLY TECH COUNCIL NETWORKING EVENT  
ABOARD A BOAT IN PHILADELPHIA, PA



THE WORLDS LARGEST PICKLE PARTY IN  
BALTIMORE, MD



POP UP EVENT AT NEW APARTMENT BUILDING FOR  
RESIDENTS IN COLLEGEVILLE, PA



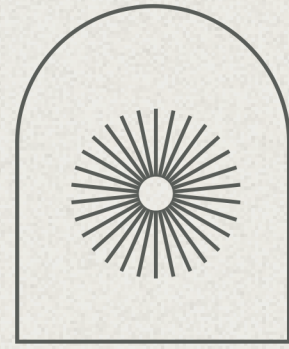
GRAND OPENING EVENT IN SICKLERVILLE, NJ



EMPLOYEE APPRECIATION AFTER WORK EVENT IN  
CONSHOHOCKEN, PA



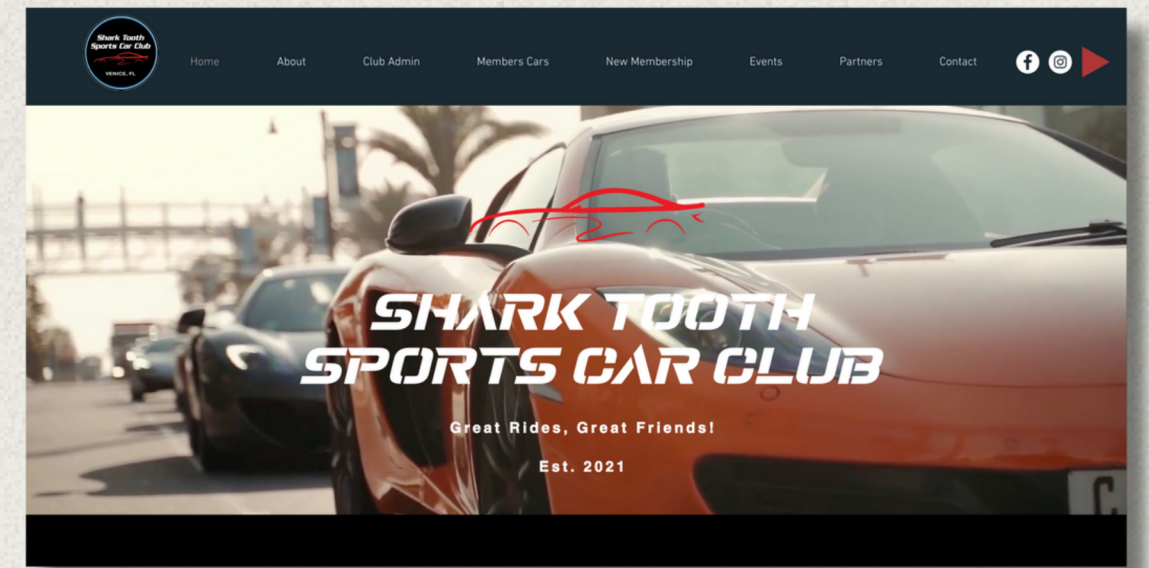
CONCERT WITH ROB BASE IN MEDIA, PA



# MARKETING SERVICES

I'VE BEEN PART OF SPEARHEADING CAMPAIGNS THAT DRIVE TANGIBLE RESULTS FOR CLIENTS.

- DIGITAL MARKETING
- GRAPHIC DESIGN
- EMAIL MARKETING
- VIDEO AND PHOTO PRODUCTION
- WEBSITE DESIGN



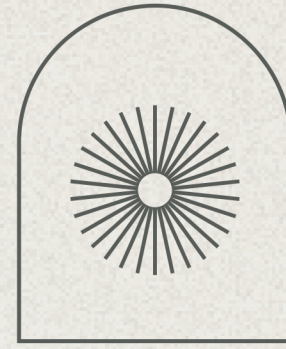
DESIGNED WEBSITE AND MANAGE SITE



FLYER FOR EVENT



BANNER DESIGN FOR CONCERTS IN WILDWOOD, NJ



I THRIVE ON NURTURING STRONG CLIENT RELATIONSHIPS BUILT ON COLLABORATION, TRUST, AND A DEEP UNDERSTANDING OF THEIR BRAND. MY APPROACH INVOLVES CREATING OPEN LINES OF COMMUNICATION, ACTIVELY INVOLVING CLIENTS IN THE CREATIVE PROCESS, AND ENSURING THEIR VISION IS SEAMLESSLY INTEGRATED INTO EVERY MARKETING INITIATIVE.

MY DIVERSE BACKGROUND IN EXPERIENTIAL MARKETING, EVENT PLANNING, PROJECT MANAGEMENT, AND MARKETING SERVICES CAN BRING YOUR ORGANIZATION A UNIQUE AND COMPREHENSIVE PERSPECTIVE.

LET'S WORK  
TOGETHER