

JEN MAHER

jen@maverickmkg.com

610-357-9144

www.maverickmkg.com/jenmaherportfolio

Dear Hiring Manager,

Hello, I'm Jen, and I'm excited to share my extensive two-decade journey in experiential marketing, client relationships, account management, event planning, marketing services, and project management. I've collaborated with esteemed organizations such as Miller Brewing Company, Jim Beam, State Farm, Enterprise CarShare, Nintendo, Cover Girl, Olay, and goPuff.

My passion lies in creating immersive 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, I bring a holistic understanding of creating impactful and results-driven marketing strategies.

I thrive on nurturing strong client relationships built on collaboration, trust, and a deep understanding of their brand ethos. 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.

I am excited about the prospect of contributing my skills to a team that values innovation and excellence. My diverse background in experiential marketing, event planning, project management, and marketing services can bring a unique and comprehensive perspective to your organization. I look forward to discussing how my multifaceted experience aligns with your team's goals and objectives.

Sincerely,

Jen

JEN MAHER

OVER 20 YEARS OF PROFESSIONAL EXPERIENCE IN EXPERIENTIAL
MARKETING, EVENT PLANNING, AND PROJECT MANAGEMENT.

CONTACT

610-357-9144

jen@maverickmkg.com

maverickmkg.com/jenmaher_portfolio

EDUCATION

Penn State University

Bachelor of Science

Human Development & Family Studies
(2005)

Temple University

Certification Program

Wedding & Meeting Planning (2007)
Real Estate Fundamentals (2014)
Leadership & Management (2018)

Rutgers University

Certification Program

Social Media Marketing (2010)

SKILLS

- Event Planning
- Project Management
- Creative Problem Solving
- Team Collaboration
- Communication
- Social Media Marketing
- Email Marketing
- Client Relationship Management

WORK EXPERIENCE

Maverick MKG

2021- Present

Marketing, Events, Branding and Project Manager

- Spearhead event planning, marketing services, and project management initiatives for a diverse clientele, consistently achieving a track record of successful execution and meeting varying client needs.
- Orchestrate and execute a wide range of events while meticulously managing resources, timelines, and budgets.
- Forge robust client relationships through close collaboration, delivering tailor-made solutions that precisely align with unique needs and objectives, showcasing strong project management and multitasking abilities.
- Leverage various marketing channels, including social media and email marketing, to drive results for multiple clients.
- Create and manage websites for various clients, skillfully balancing multiple projects and ensuring top-notch online presence and functionality.
- Utilize graphic design skills to elevate visual content and enhance branding, showcasing versatility in managing various design projects.

goPuff

2019 - 2021

Events Marketing Manager

- Managed communication with 400+ field operations leaders across the company.
- Developed and executed territory-specific marketing plans, driving substantial customer base growth.
- Pioneered and maintained a comprehensive roadmap for regional marketing projects.
- Collaborated seamlessly with agency partners to ensure the flawless execution of company-wide initiatives.
- Led a dedicated team of four professionals, ensuring the impeccable execution of marketing activities.
- Strategically sourced promotional marketing materials, swag, and sampling items to support field marketing efforts.
- Aligned with the partnerships team to drive impactful co-marketing programs.

REFERENCES

Provided on [LinkedIn](#)

The Marketing Arm

2015 - 2019

Northeast Regional Events Marketing Manager - *State Farm Insurance*

- Achieved a remarkable 46% increase in leads for State Farm agents in the Northeast region.
- Oversaw the planning and execution of 300 large-scale events annually for State Farm Insurance, including a diverse range of event types such as pop-ups, community initiatives, concerts, festivals, fairs, conventions, and more.
- Took charge of location scouting, cost estimates, negotiations, and event selection.
- Managed a team of six full-time Field Marketing Managers and a substantial annual budget.
- Pioneered and administered an incentive program, significantly enhancing nationwide Field Marketing Managers' performance.
- Collaborated with the Creative team to identify successful experiential opportunities.
- Ensured the alignment of field marketing objectives with client expectations.
- Established and upheld performance standards, systematically auditing and optimizing results.
- Effectively managed payroll, inventory control, warehouse operations, and reporting.

Moosylvania

2013 - 2015

Field Events Marketing Manager - *Enterprise Car Share*

- Orchestrated event selection and bookings in the Philadelphia area
- Directed the implementation of Enterprise CarShare's new member program in the Philadelphia market
- Spearheaded a team consisting of eight full-time sales representatives
- Supervised the incentive program, performance metrics, and reporting initiatives
- Established performance benchmarks, conducted audits, and streamlined outcomes
- Furnished continuous client feedback

Mosaic

2011 - 2013

Field Marketing Manager- *Nintendo, Cover Girl & Olay*

- Supervised a team of over 30 brand ambassadors operating across multiple states for diverse programs
- Conducted product knowledge training and delivered sales coaching within Walmart stores
- Facilitated weekly conference calls and conducted one-on-one coaching sessions to enhance sales performance
- Managed reporting, payroll administration, and incentive programs and conducted store audits

GMR Marketing

2008- 2011

Field Events Marketing Manager - *Jim Beam Global*

- Oversaw sales management and nurtured relationships with bar accounts for the Jim Beam portfolio
- Recruited, trained, and supervised a team of over 30 promotional specialists
- Directed on-premise event planning and effectively managed staff operations
- Managed the field budget, prepared comprehensive recap reports, and handled payroll responsibilities

Team Enterprises

2004 - 2008

Field Events Marketing Manager - *Miller Brewing Company*

- Spearheaded promotional events to endorse Miller Brewing Company products at targeted accounts
- Led recruitment, hiring, and training efforts for a team of 30 promotional specialists
- Managed an operational impact budget of \$200,000
- Supervised payroll administration, inventory control, warehouse operations, and report generation

REFERENCES

Provided on [LinkedIn](#)