

KRISTEN (NERAD) KUHN

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SUMMARY OF QUALIFICATIONS

Experienced professional in the events and corporate partnerships industry. Background features; Consumer and B2B Event Planning and Execution, Strategic Planning, Brand Partnership Activation and Graphic Design. Proficient in Adobe Photoshop.

WORK EXPERIENCE

Octagon | Los Angeles, CA

Account Director, Taco Bell® Client Services | September 2015 - Present

- Lead event planner for College Football Playoff Tailgate event activation and MLB event executions
- Oversee programming & event activation with partners including; National Basketball League, Major League Basketball College Football Playoff & Gaming programs
- Planned and produced Taco Bell's first ever pop-up event, Taco Bell VR Arcade, in collaboration with Sony PlayStation
- Serve as day-to-day point of contact for clients overseeing strategic partnerships and events
- Strategically consult across cross-functional agencies to provide new brand initiatives and campaigns
- Collaborate with cross-functional agency team to integrate and utilize digital, social, media & partnership assets across all verticals

Octagon | Chicago, IL

Account Director, MasterCard® U.S. Sports | April 2015 – September 2015

Account Manager, MasterCard® U.S. Sports & Priceless Cities | August 2013 – April 2015

Senior Account Executive, MasterCard® Priceless® Cities | August 2012 – August 2013

- Experience activating on-site at signature events including; MLB All-Star Game, MLB World Series, iHeart Radio Music Festival, GRAMMY's, Arnold Palmer Invitational, New York City Wine & Food Festival and South Beach Wine & Food Festival
- Manage a team of four direct reports across three (3) markets
- Plan and execute all contractual assets including; but not limited to on-field events, tickets, signage & premiums
- Responsibilities include; asset management, vendor management, development of local marketing plans, timeline and budget management and event recap reporting
- Evaluate and negotiate current/future partnership opportunities to provide client recommendation
- Day to day partnership manager for consumer and B2B partnership events with three (3) NFL properties (Chicago Bears, Dallas Cowboys, Green Bay Packers), Major League Baseball & two (2) MLB properties (Chicago Cubs, Boston Red Sox)
- Liaise with client and agency partners to implement brand initiatives and activations across the U.S.
- Hire brand ambassadors and photographer/videographer at key events to generate recaps, highlight reels & social support

Players Sport & Social Group | Chicago, IL

Director of Events & Partnerships June 2010 – August 2012

- Plan and implement all promotional events including branding, activation, budgeting and post-event reports
- Manage event staff and delegate tasks for all social and/or sporting events and tournaments
- Develop and maintain sponsor relationships with clients
- Accountable for all sponsorship, advertising and promotional sales
- Responsible for sponsorship sales increase of 210% over two years by contracting new title sponsors
- Responsible for the day-to-day marketing, email campaign, events & digital media duties
- Design and create all company digital web and print collateral

Harry Caray's Restaurant Group | Chicago, IL

Marketing & Public Relations Associate Sept 2008 – June 2010

- Organize and plan both on-site and off-premise events, fundraisers and promotions
- Created and pitched presentations, garnering both national and local press coverage
- Develop new marketing and public relation strategies for the company
- Create and implement new social media campaigns to leverage the company and its restaurants
- Coordinate marketing events and dinner parties within corporate division of restaurant group
- Assist in designing new creative materials for promotional and website purposes

EDUCATION AND HONORS

University of Iowa | Iowa City, IA

Class of 2007 B.B.A in Business Marketing and Communications Studies May 2007

3.70 out of 4.0 GPA | Dean's Lists Honors in 2004 - 2007

LANGUAGES

Conversational Spanish speaking, writing and reading