

CODY DANNEN

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EXPERIENCED EVENT OPERATIONS AND PRODUCTION PROFESSIONAL

PROJECT MANAGEMENT • HIGH LEVEL PLANNING & EXECUTION • ADAPTIVE OPERATIONS LEAD

Effective, assiduous, and high-achieving with a proven track record of event planning, production, execution. Consulted for expertise in improvement recommendations, marketing, fostering positive relationships, tracking goals, accurate reporting, cross-functional collaboration, creative issue resolution, and project management. Well-versed in leading of events through all stages to achieve client and employer goals. Passionate for producing memorable, premium-quality functions, and deft at managing special events while delivering unmatched customer service to deliver results within time, scope, budget, and quality parameters.

- Energetic Freelance Event and Production professional with over fourteen years of experience incorporating creative ideas and collaboration in the shaping and implementation of successful events.
- Proficient leader in driving and enhancing teams focused on delivering value and exemplary results.
- Facilitates refining processes frequently to create consistent delivery of service and increased revenue or market share.
- Solid ability to develop strategies that drive customer engagement in partnership with an event.

PROFESSIONAL EXPERIENCE

FREELANCE EVENT OPERATIONS AND PRODUCTION PROFESSIONAL – DANNEN EVENT CONSULTING LLC 2024-PRESENT

- Collaborates with events and companies to elevate the experience and presentation for multiple areas of event production.
- Utilizes gained experiences and skills for the implementation of an efficient atmosphere for event success.

SENIOR EVENT OPERATIONS AND PRODUCTION MANAGER - FLASH RESULTS, INC. 2017-2024

- Elevated in-stadium and results presentation as in-stadium production lead for the US Olympic Team Trials, USATF Championships, and NCAA Championships.
- Executed presentation of businesses and sponsors on the field of play scoreboards and in-stadium displays in coordination with advertising and meet management within established parameters.
- Created and initiated graphics packages for events as seen on NBC, ESPN, SEC Network, ACC Network, and streaming services.
- Collaborated and delegated with multiple entities of event production, television, sponsors, and meet management to ensure a successful product.
- Championed the process of setting up, operating, and ensuring optimal management of production equipment for all events.

FIELD OF PLAY AND PRODUCTION MANAGER - FLASH RESULTS, INC. 2012-2017

- Enhanced and modernized capabilities within the organization through implementing appropriate computer software for timing, database, and video/scoreboard display.
- Utilized the handling of high-profile events such as the US Olympic Team Trials, Pan American Games, World Athletics Diamond League Meets, World University Games, Asian Indoor Games, and NCAA Championships to promote corporate growth.
- Tested and reviewed new software to enhance the operations at athletics events with program designers.

FIELD EVENT MANAGER - FLASH RESULTS, INC. 2010-2012

- Recruited to deliver quality results through execution and production for track and field, cross country, road race, and marathon events.
- Forged and maintained solid working relationships and rapport with staff, officials, and volunteers at athletic events.

EDUCATION & CERTIFICATIONS

BACHELOR OF ARTS IN ACCOUNTING & MANAGEMENT

Luther College - Decorah, Iowa

WORLD ATHLETICS TECHNICAL OFFICIAL – LEVEL ONE

USA TRACK & FIELD MASTER LEVEL OFFICIAL – ELECTRONIC MEASUREMENT JUDGE

SIGNATURE STRENGTHS

Broadcast Production | Graphic Design | Brand Strategy Alignment | Account Management | Revenue & Profit Growth
Logistics | Budgeting | Customer Service | New Business Development | Database Management | Vendor Negotiations
Cost Reduction & Control | Market Penetration & Expansion | Team Leadership | Customer Resource Management