

JOHN NEISER

INFO



Name
John Neiser



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Email
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Online Portfolio
johnneiser.com

SOFTWARE

INDESIGN



PHOTOSHOP



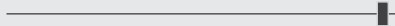
AFTER EFFECTS



FINAL CUT PRO



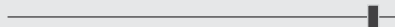
MAC OS



MS OFFICE SUITE



KEYNOTE



PROFILE

Experienced designer and developer with a demonstrated history of working in the professional sports and media industries. Skilled in Marketing, Social Media, Event Direction, Photography, Production, Fundraising, Innovation, and Customer Engagement. A high-level thinker with a Bachelor of Arts focused in Communications / Production Emphasis from Florida State University. Experienced fast-paced and dynamic creative leader who elevates the quality of any product or environment. Eager to pursue a career where my complement of skills will be challenged daily while making a difference in the lives of others.

EXPERIENCE

2010

2021

Chief Operations Officer // FSU Women's Basketball Brand Architect

- Lead marketing and promotions team on campaign to increase game attendance driving an increase of \$100,000 in ticket revenue.
- Direct promotional initiative breaking the single game attendance record of just over 6,000 attendees to over 9,000 attendees.
- Serve as creative director to produce annual, award winning, branding video and photography campaigns.
- Develop and cultivate relationships with donors to program leading to an increase in giving of over \$200,000 in annual gifts.
- Facilitate social media targeted advertising campaigns.
- Coordinator of social media strategies and content.
- Oversight for team of graphic designers responsible for program correspondence and marketing collateral.
- Create dynamic keynote presentations using vast & unique tech.
- Project manager for training center/facility renovations. Renovated player locker room/lounge (2015). Renovated training center common areas (2016).

Special Events and Fund Raising

- Coordinate annual fund raising events to supplement state budget, generating in excess of \$350,000.
- Write and design an e-mail campaign to bring in over \$100,000.
- Foster relationships with key stakeholders and donors securing recurring pledges ranging from \$500 to \$50,000 annually.
- Plan weekend-long recruiting events; entertaining and wooing prospective student athletes and their families.
- Arrange community outreach events to promote our program.
- Director of annual basketball gala, around 300-400 guests.
- Coordinate, on behalf of Head Coach, the development of keynote presentations: message, audio/visual elements, audience engagement and environment.

In-Arena Entertainment and Fan Experience

- Implement engaging, memorable and "off-the-wall" initiatives that cause fans and patrons to feel deeply connected and woven into the movement that is our culture and brand.
- Initiate customer service tactics and programming to keep fans engaged and returning to our events.
- Develop a strategy to build support of Women's Basketball in Tallahassee, FL.

Program Culture Specialist

- Develop itinerary for international and domestic team travel & coordinate team functions while away from home ensuring the best experience (with regard for both business and pleasure) for all involved.
- Generate activities & programs for building staff camaraderie and team chemistry.
- Ensure that donors and key stakeholders feel connected to our program and a part of our mission by including them in team activities.

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EXPERTISE

- creative
- design // layout
- holistic event management
- technology
- leadership
- attention to detail
- photography // videography
- innovative problem solving
- resourceful
- fostering relationships
- time management
- entrepreneurial mindset
- innovation

REFERENCES

Sue Semrau P: 850/544/1754
Head Coach E: ssemrau@fsu.edu
FSU Women's Basketball

Greg Bennett P: 310/927/1420
President E: greg@iconoclastbrand.com
Iconoclast Marketing

Adrian Crawford P: 850/519/1465
CEO, Founder E: adrian@newrulescollective.com
New Rules Collective

EXPERIENCE CONTINUED

- 2019 ● **Lead Graphic Design and Digital Media Specialist**
2021 **New Rules Collective**
- Format proposals, presentations and correspondence with the New Rules Collective brand.
 - Produce video content for clients of the Collective.
- 2016 ● **Electronic Media Consultant**
Iconoclast Brand Marketing
- Collaborated on production of digital branding content.
 - Built company website to promote organization branch.
- 2006
2010 ● **Stereoscopic 3D Film & Video Editor**
Florida State University Athletics
- Worked shooting, aligning and editing stereoscopic 3D video of Florida State football team for recruiting highlight videos and team inspiration.

EDUCATION

- 2006
2010 ● **Bachelor of Arts in Communication with an Emphasis in Media Production**
Florida State University

AWARDS

- 2018 ● **Tallahassee Addy Award**
Silver, Brand Content & Entertainment Campaign
- 2017 ● **ESPN Video Challenge**
Finalist, Social Media Video Competition
- 2017 ● **Tallahassee Addy Award**
Gold, Direct Mail - Flat Mail (Recruiting Mail-out)
- 2017 ● **Tallahassee Addy Award**
Gold, Brand Content & Entertainment Campaign
- 2016 ● **Tallahassee Addy Award**
Gold, Best of Show: Print - Poster
- 2016 ● **Tallahassee Addy Award**
Gold, Best of Show: Broadcast, Judges Choice Award - Unstoppable
- 2015 ● **National Addy Award**
Silver, Visual Photography Campaign
- 2015 ● **Tallahassee Addy Award**
Gold, Visual Photography Campaign