

NICHOLAS GORDON

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Work Experiences

The American Parkinson Disease Association, New York, NY

National Director, Fundraising Event Campaigns (April 2024 - Present)

- Provide strategy, leadership, and direction to build and grow APDA's signature Optimism Walk Series (20 events) and DIY fundraiser programs across national and chapter teams (13 chapters)
- Identify, cultivate, and solicit new corporate partners for the national team, with a focus on elevating current programming and events to grow sponsorship and corporate relationships across the organization with a six-figure goal
- Identify and implement new processes for delivering all APDA event-based fundraising campaigns that will increase impact and build brand awareness

GLAAD, New York, NY

Strategic Partnerships Manager (October 2022 - April 2024)

- Worked closely with the GLAAD Development team, securing corporate partnerships through research, cultivation, event sponsorship, in-kind donations, and solicitation of corporate prospects, ranging from \$1,000-\$500,000 per partner
- Help implement and monitor GLAAD's corporate relations program, including record keeping, research, and renewals
- Collaborated with Operations, Events, Communications, and Program teams to maximize sponsor brand visibility through activations, auction items, table placements, and guest lists
- Project lead on GLAAD's Third Party Fundraiser program, working with corporations as well as board members & donors to help organize and plan fundraisers in a peer-to-peer landscape
- Created and monitored revenue/expense budgets while developing annual strategies to achieve GLAAD's goals

The Michael J. Fox Foundation for Parkinson's Research, New York, NY

Associate Director, Special Events (June 2021 - October 2022)

- Oversaw all pre-planning, day-of, and post event execution of the Foundation's Signature Events, including but not limited to Run of Show, Audio/Visual management, vendor management, floor plan design, invitation sends, and VIP donor stewardship.
- Developed annual budgets for multiple 6-figure events, bringing in multi-million-dollar revenue
- Worked closely with internal teams such as Marketing, Communication, Donor Services, and Advancement to optimize overall event success

Associate Director, TEAM FOX (January 2021 - June 2021)

- Implemented strategic tools and resources to oversee program growth for the Tour de Fox Cycling series and Virtual 5K/10K series, including a digital landscape, Team Captain fundraising program and internal stewardship outline
- Initiated, built, and developed relationships with national sponsors and partners
- Maintained and tracked all event budgets and spending for event production and labor

Community Events Officer (February 2019 – January 2021)

- Coordinated and managed all pre-production and on-site operations for major events such as the Fox Trot 5K Run/Walk and Tour de Fox Cycling series throughout the Western United States and Canadian territories
- Initiated, developed, and maintained vendor relationships across events national ranging from minor in-kind donations to A/V
- Conducted research of new national event locations based on community engagement and development

Events Coordinator (February 2018 – February 2019)

- Acted as administrative liaison between the Community Events and Special Events teams
- Managed staff at events and lead pre-event staff briefing meetings, check-in logistics, and execution of VIP attendees
- Compiled and updated invite mailing lists to Board, Leadership, and Advancement teams

VIACOM Media Networks (Now Paramount), New York, NY

Production Assistant, VIACOM Special Events (August 2017 – May 2018)

Production Assistant, Nickelodeon Live Event Television (September 2017 – February 2018)

- Assisted in overseeing run of show logistics (front of house, guest services) and venue load-in/load-out scheduling for multiple events including VH1 Save the Music 20th Anniversary, the Nickelodeon Upfronts, and more
- Organized the digital library of Nickelodeon shows including Kids' Choice Awards, Nickelodeon HALO Awards, Kids' Choice Sports Awards, and Nickelodeon Haunted House Special

Education

Pace University, Lubin School of Business | New York, NY

(B.B.A) Arts & Entertainment Management | Minor in Special Events Marketing

Skills

Microsoft Office Suite with strong Excel experience, Google Suite, Salesforce, Razor's Edge (REnxt), Blackbaud, Asana, Rallybound, Tessitura (Basic), Adobe Premiere Pro/Lightroom (Basic), Final Cut Pro (Basic), Canva, Audacity, Luminate, Donor Drive, some Spanish, Licensed Driver, Home Cook

Internships

Universal Pictures, NBCUniversal, New York, NY

Campus Marketing Representative (September 2015 –May 2018)

- Organized movie screening events of up to 450 attendees for upcoming Universal Pictures blockbusters pre-release
- Oversaw creative marketing/promotional tactics and ideas to bring a unique experience for each film screening
- Worked with NBCU Communications team to organize shipments of promotional products

VIACOM Media Networks (Now Paramount), New York, NY

VIACOM Special Events Intern (May 2017 – August 2017)

- Conducted detailed research on venues and item sourced for unique guest experiences that suited the client's needs
- Performed in-office event support, such as booking site visits, develop strategic event specific tracking spreadsheets, coordinate shipping, and assist with overall project organization

The Michael J. Fox Foundation for Parkinson's Research, New York, NY

Special Events/TEAM FOX Intern (January 2017 - May 2017)

- Facilitated all in-kind sponsorships for the Fox Trot 5K Run/Walk and Tour de Fox Cycling series
- Acted as assistant to event manager day-of to help execute special event logistics
- Performed daily administrative duties to assist the Special Events and Team Fox departments

VIACOM Media Networks (Now Paramount), New York, NY

Nickelodeon Live Event Television Intern (September 2016 – December 2016)

- Assisted with event organization as well as video storage assets for the Kids' Choice Awards, Kids' Choice Sports Awards, Nickelodeon HALO Awards, and Halloween Haunted House special
- Worked as runner and general assistant as needed for the technical rehearsals and taping of the 2016 HALO Awards
- Conducted daily administrative duties such as working as courier and messenger for a wide range of tasks such as payroll and video distribution

The Ogunquit Playhouse, Ogunquit, ME

Production Management Intern (May 2016-August 2016)

- Supported Production Manager with daily operations and supervision of a 60+ person production team
- Maintained and updated production calendar and technical rehearsal schedules
- Worked with Production Manager to reconcile production expenses and budget tracking
- Coordinated and ran all production meetings as well as supervised technical rehearsals for children's theatre productions produced on the main stage

Platinum Rye Entertainment, New York, NY

Company Intern (October 2015 - December 2015)

- Assisted in research and overall production of company projects for each individual department, such as talent/celebrity endorsement deals and music licensing projects for commercial ads
- Built detailed presentation decks to present talent and campaign ideas to future clients
- Published works on the official company blog weekly on the current entertainment industry