

# 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

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

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

## Skills

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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

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### 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