

# JOSH TJADEN

CREATIVE STRATEGY · SOCIAL IMPACT · PROJECT MANAGEMENT  
COPYWRITING · INNOVATIVE PARTNERSHIPS · LIVE EVENTS

# US OPEN EXPERIENCE

## OBJECTIVE

- Expand reach of the US Open Grand Slam tournament through a large-scale consumer-facing event series designed to increase awareness & drive ticket sales.

## STRATEGY

- Designed an interactive US Open environment, and supporting marketing initiatives, that was open to the public for two days in lower Manhattan.
- Combined innovative & engaging production design with multi-faceted USTA sponsor & consumer activations, and a robust press relations plan.



## RESULTS

- ESPN Livestream of US Open Draw Ceremony & over 10MM online impressions.
- An estimated 150,000 attendee foot traffic over the two-day event series.
- Impressive roster of live performers, and professional tennis stars & experts.

# US OPEN EXPERIENCE

SECTION: DAILY NEWS | SPORTS

SELECT SPORT: Yankees Mets Giants Jets Knicks Nets Rangers Islanders I'd Click That Odds

## Kids take the court at first 'U.S. Open Experience' in Manhattan

By Erin Maher  
Thursday, August 24, 2017

Youth tennis players hit the courts at the U.S. Open Experience at Manhattan's Seaport District Thursday. (USTA/MIKE LAWRENCE)

US OPEN August 27 - September 9, 2018

## US Open Experience a smashing success

By Erin Maher  
Thursday, August 24, 2017

While the US Open main draw does not begin until Monday, the sights, sounds and tastes of the Open came alive early in New York's historic Seaport district. The first-ever "US Open Experience," a two-day tennis extravaganza, kicked off Thursday, bringing the excitement of the Open from Queens to Manhattan.

The Seaport District NYC was transformed into a modified version of the USTA Billie Jean King National Tennis Center, filled with free activities for fans leading up to the 2017 US Open. Welcoming fans into the celebration sat a recreation of the famed Unisphere. The grounds also hosted a "roofed" tennis court, which anchored a main stage.

USA Tennis

USA @USOpen2018 took us behind the scenes at the #USOpen draw ceremony!

#USOpenGeneration  
#BillieJeanKingCenter  
#NYC  
#USA  
#USOpen

1,918 views



eventmarketer

B-TO-C EVENTS | B-TO-B EVENTS | INNOVATION | IDEAS | RANKINGS | AWARDS | OUR EVENTS | SUBSCRIBE | CAMPAIGN F

## BRANDS DESCEND ON NEW YORK'S SEAPORT DISTRICT FOR THE US OPEN EXPERIENCE

B-TO-C EVENTS

Posted on September 18, 2017 by Sandra O'Loughlin

For two days during the week leading up to this year's US Open, the United States Tennis Association transformed New York City's seaport district into a mini version of the Billie Jean King National Tennis Center in Flushing Meadow, Queens. The US Open Experience, which took place Aug. 24-25, built on previous smaller scale events in hopes of attracting a wider audience for the sport and raising awareness for the organization's flagship event, the US Open tennis tournament. Tennis clinics, photo ops, player appearances, and activations by sponsors including Chase, Heineken, Mercedes and others immersed attendees in all things tennis.

# LADY GAGA & SLDN PARTNERSHIP

## OBJECTIVE

- Form cross-platform media partnership between Outserve-SLDN and Lady Gaga to increase awareness of the effort to repeal *Don't Ask, Don't Tell*.

## STRATEGY

- Produced two YouTube video constituent call tutorials featuring Lady Gaga that detailed the process of contacting members of Congress.
- Organized public rally in Maine encouraging key US Senators to support legislation, featuring Lady Gaga and influential community stakeholders.



## RESULTS

- Two televised events with 7MM viewer impressions, hundreds of print stories, 5MM online mentions, and 630,000+ visits to the Outserve-SLDN website.

# LADY GAGA & SLDN PARTNERSHIP

## JEZEBEL

### How Lady Gaga Repealed Don't Ask Don't Tell



Lady Gaga is talking politics again -- this time, immigration politics. You could be skeptical about the impact a celebrity could have on the political conversation -- or you could look at certain

Meet me in Portland, Maine 2moro, 9/20 to help repeal #DADT. I'm holding a Rally + speaking live in Deering Oaks Park <http://bit.ly/cO4cY9>



<http://twitpic.com/2ocx9i> - Gay Veterans were my VMA dates. Repeal Don't Ask Don't Tell. CALL HARRY REID to Schedule Senate Vote



## CNN

Breaking news: Helicopter that crashed into Glasgow bar causing 9 dead, distress call, British air accident unit says.

### Lady Gaga to lead rally against military's 'don't ask, don't tell'

From Dana Bash and Evan Grass, CNN  
September 20, 2010 - Updated 13:14 GMT (21:14 +07)

## TOP NEWS

### Lady Gaga To Attend Maine Anti-'Don't Ask, Don't Tell' Rally

Singer will join Servicemembers Legal Defense Network's #4the14k event Monday.

By Maruse Ziegbe



Members of the Servicemembers Legal Defense Network join Lady Gaga at the 2010 MTV VMAs

Now, after hitting the white carpet and taking to the Web, Gaga is heading to Maine to raise awareness at a large gay-rights event. The pop superstar is slated to appear at the #4the14k rally organized by the SLDN in Portland, Maine on Monday. The title references the approximately 14,000 citizens discharged under DADT, and veterans affected by the military's controversial measure will address attendees. The event will kick off at 4 p.m. ET.


## Rolling Stone MUSIC

### Lady Gaga, Harry Reid Talk 'Don't Ask, Don't Tell'

Singer and Senate Majority Leader urge repeal of military policy before senate vote next week

By DANIEL KREPS  
SEPTEMBER 15, 2010 4:13 PM ET

Lady Gaga has long supported a repeal of the U.S. military's "Don't Ask, Don't Tell" policy, but this week she has been especially active in the cause. At Sunday's VMAs she walked the white carpet with four members of the Servicemembers Legal Defense Network (SLDN), a group that opposes the policy. And in an interview with Ellen DeGeneres that aired Monday, Gaga asked her fans to contact Senator Harry Reid, the politician leading the charge to end Don't Ask, Don't Tell, and ask that he set in motion a vote on the matter. And then, the Senator himself reached out to Gaga on Twitter.



(CNN) -- Pop star Lady Gaga will headline a rally in Maine on Monday calling on the state's two Republican senators to vote yes on taking up a defense bill that includes a repeal of the military's "don't ask, don't tell" policy and lesbian servicemembers.

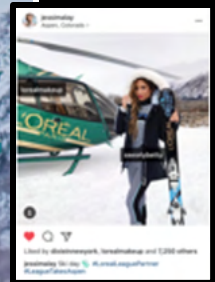
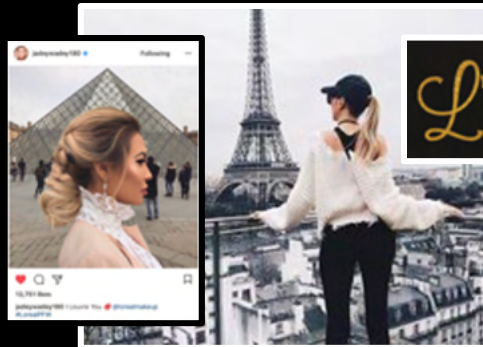
# L'ORÉAL LEAGUE

## OBJECTIVE

- Conceive, launch, produce, and attend domestic & international events for the *L'Oréal League*, a best-in-class social media influencer marketing campaign.

## STRATEGY

- Collaborated with internal PR & digital teams to formulate & pitch the campaign.
- Provided creative and event logistics leadership during pre-production and through on-site, high touch execution & post-event reconciliation.
- Provided key research & detailed event proposals to guide event calendar.



## RESULTS

- Managed domestic & international trips that garnered 100MM media impressions, drove consistent ROI, and led to on-going successful client & vendor relationships.
- Maintained level of excellence that continued the program into its second year.

# L'ORÉAL LEAGUE

**StyleFT.**  
THE GLOBAL STYLE DIRECTION



1,069 likes · 40

paridust Summer dust ☀️ out today in the new issue of @cultured\_mag expressing the fluidity between art, nature & life in collaboration with the ephemeral installation based artist @martinvoth02 in this very special place @berkshirebirdparadise incorporating in a work from my favorite landscape architect #robertoburle Marx, totem from @brandcompanyinc wearing the brilliant designer @mekloah #intothedust #culturedmag #brandcompanyinc #emulove

hair by @cosmademarinis makeup by @denamariebosco photo by @tylorhou special thank you to @ericdelemans courtneyarchibald @bermedette97 carliesakoffthavenueinc This is just so awesome. You are showing that dress to its

FEATURED PHOTO VIA INSTAGRAM/ PARIDUST

BEAUTY INSIDERNEWS

## 15 Bloggers Line Up as L'Oréal Paris' New 'League' of Ambassadors

By Morgan Lynn Davis | June 28, 2016

0 Comments

*L'Oréal League*

**ESSENCE**  
HOME • NEWS

## L'Oréal Taps 3 Black Beauty Bloggers for L'Oréal League



©L'OréalParis via Facebook

**ADWEEK**

SOCIAL PRO DAILY | Brands, Listen Up: Influencers Striking a Pose is the New Normal

SOCIAL PRO DAILY

## Brands, Listen Up: Influencers Striking a Pose is the New Normal

Opinion: It's interesting to take note of how influencers and brands have evolved working together over the past decade

By Matthew Myers | March 13, 2017



As industry tentpole events, like *New York Fashion Week*, come and go in a flash, it's interesting to take note of how influencers and brands have evolved working together over the past decade.

**WWD**

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BEAUTY / BEAUTY FEATURES

## L'Oréal Inks 15 Bloggers, Forms L'Oréal League

L'Oréal has tapped 15 digital influencers to take part in a yearlong program, "L'Oréal League."

**L2**

ABOUT RESEARCH EVENTS NEWS DATA TOOLS DAILY RIGHTS MEMBERSHIP

DAILY INSIGHTS

Beauty

## How L'Oréal Won Fashion Week

By Mike Proggan - 4 October 2017

L'Oréal staged a huge fashion show in the middle of the *Cherise Festival* on Sunday, featuring actors, models, and entertainers from *Paris Hilton* (Paris, 1.2m followers) to *Barbara Palvin* (@barbarapalvin, 8.5m followers). But the real action took place off the runway. Together with the L'Oréal brand account, 44 influencers sparked more than 2.8 million engagements around the event, highlighting the brand's social prowess.

After kicking off its L'Oréal League campaign last summer, the mass-market beauty brand continues to invest aggressively in its influencer strategy. More than 28% of L'Oréal Paris Instagram posts between June 2016 and July 2017 featured an influencer, and the brand worked with more than 286 influencers in total, the majority of which fell into the Large and Mega categories.

# AIDS WALK

## OBJECTIVE

- Enhance participant registration, fundraising & sponsorships, community awareness, and media coverage of this globally recognized annual event.

## STRATEGY

- Streamlined production budget & timeline in order to reduce the cost to raise a dollar and optimize supporters' ROI, and increase monies raised.
- Created the *Green Walker* program that reduces environmental impact.





# AIDS WALK

## STRATEGY

- Produced dynamic media campaigns placed in competitive major media markets.
- Partnered with the Empire State Building, Hilary Duff, Macy's, Keith Haring Foundation, Whoopi Goldberg, and other high-profile supporters & on-screen talent.



## RESULTS

- Four events under budget; \$25MM raised and 125K annually registered participants.
- Produced two creative ad campaigns; launched the event on social media platforms, edited *Walker Guide* alongside major sponsors, and managed overall media presence.

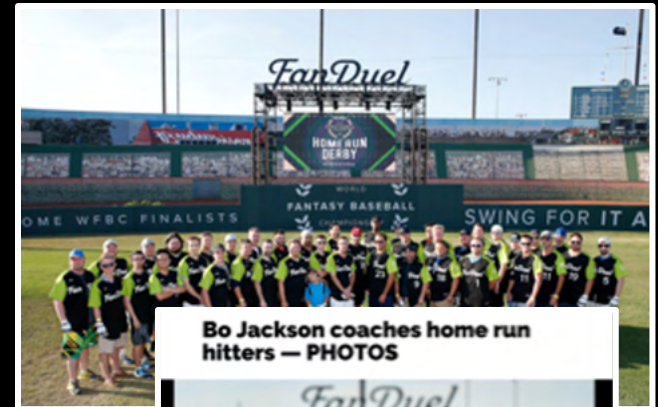
# EXPERIENTIAL



WEB EXCLUSIVE

## Delta Air Lines Announces Jon Shook + Vinny Dotolo as Newest In-Flight Culinary Partners

By West Hollywood Lifestyle



### Bo Jackson coaches home run hitters — PHOTOS



Former football and baseball player Bo Jackson looks on during the FanDuel Home Run Derby at the Big League Sports Park in Las Vegas on Friday, Aug. 20, 2016. (Photo: Frank O. Rocco)

CNN U.S. • East Harlem: The Pope's 'most important stop'

THE PEOPLE'S POPE  
FRANCIS COMES TO AMERICA

## East Harlem: The Pope's 'most important stop'

By Ray Sanchez, CNN  
Updated 1:29 PM ET, Fri September 25, 2015

Pope Francis is set to visit Our Lady Queen of Angels School in East Harlem on Friday



# EXPERIENTIAL

**LAS VEGAS REVIEW-JOURNAL**

104°F NEWS LOCAL SPORTS BUSINESS OPINION CRIME ENTERTAINMENT INVI

## Jack Daniels's House No. 7 party overtakes Thunderbird Hotel



© Thunderbird to Vegas Review-



## Fantasy Football with Joe Montana and Dan Marino? Yes please!

By [@erehlight](#) on Dec 15, 2015, 1:09pm PST

engadget

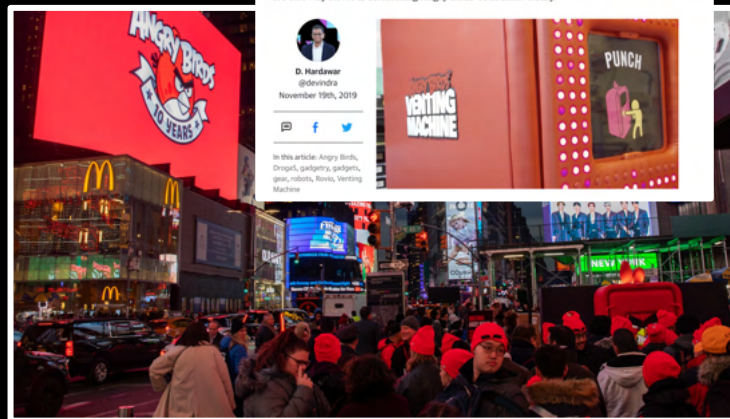
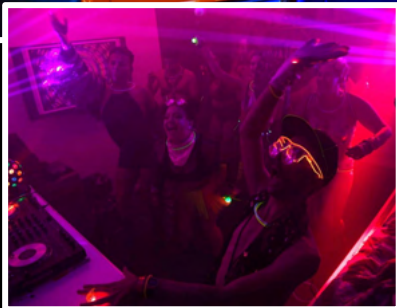
## This Angry Birds 'Venting Machine' is made for you to attack

It's one way Rovio is celebrating Angry Birds' 10th anniversary.

D. Hardwar @devindra November 19th, 2019



In this article: Angry Birds, Drogel, gadgets, gadgets, gear, robots, Rovio, Venting Machine.



# THE SMOKE MACHINE

## OBJECTIVE

- Provide integral logistics direction and creative support in the production of a large-scale, site-specific private event aboard a 200' decommissioned ferry.

## STRATEGY

- Coordinated proposal documents and in-person project presentation for the US Coast Guard and other agencies to gain buy-in & necessary approvals.
- Applied a mindful & methodical approach to event production under the most unconventional circumstances imaginable.



## RESULTS

- Collaborated with a team of renowned artists such as JR and 'The Family' to create an immersive, once-in-a-lifetime experience for guests from around the globe.

# WORK HISTORY

## EXPERIENCES



## ORGANIZATIONS



## PARTNERSHIPS



# THANK YOU

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