



MY NAME IS

**DEREK
KNIES**

I am a Creative & Strategic Producer and I create groundbreaking experiences that bring brand stories to life. Consumers want to interact and develop relationships with brands – I create the physical and digital events that leave a lasting impact.

As a leader, I define the path in the face of ambiguity and challenge existing norms to unlock new efficiencies. I am an independent thinker and I take great pride in developing teams that achieve greater success together.

UNIVERSITY OF WASHINGTON
BA in Business Administration

Marketing
Entrepreneurship
Economics

CONTACT

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I'VE HAD ACCELERATED + EXTENSIVE EXPERIENCE

EXPERIENTIAL DIRECTOR OF PRODUCTION / PROJECT MANAGEMENT

AMP AGENCY | 2018 - PRESENT

- I lead a team of exceptional producers / project managers and manage their professional development, project assignments, and campaign profitability.
- I develop and manage the budgets and timelines of all experiential campaigns and am responsible for regular agency reports on the profitability of those projects.
- I am deeply involved in the strategy and concept development of all campaigns and provide executional expertise in timeline, budget, and resource management.

EXPERIENTIAL SENIOR PRODUCER / PROJECT MANAGER

AMP AGENCY | 2016 - 2018

- Developed the strategy, creative concepts, budgets, and production timelines for all large-scale (\$500K+) experiential programs.
- Led a team of experiential producers / project managers in management of 10+ campaigns at any given time.

EXPERIENTIAL PRODUCER / PROJECT MANAGER

206AGENCY | 2015 - 2016

- Developed, organized, & implemented multi-million dollar experiential programs for clients such as Southwest Airlines, Amazon, & HTC.
- Led the production of campaigns with elements of content creation, fabrication, set/stage design, web/app development, & immersive storytelling experiences.

EXPERIENTIAL ASSOCIATE PRODUCER / PROJECT MANAGER

206INC | 2013 - 2015

- Guided the production of experiential programs for Amazon, Microsoft, & HTC.
- Managed the elements of creative concepts, budgeting, timelines, logistics, event staffing, and production.

I'VE PRODUCED STAND-OUT CAMPAIGNS

ARTISTRY STUDIO VIRTUAL RETREAT - \$800K

Livestream Virtual Event + Product Launch Strategy + Influencer Content

SOUTHWEST CALIFORNIA FOOD TOUR - \$750K

YouTube Campaign + Film Production + Influencer Content

SOUTHWEST COUNTDOWN TO HAWAII SERVICE LAUNCH - \$1.1M

Experiential Popup + Show Production + Consumer Engagement

WAYFAIR HOLIDAY POPUP - \$1M

Product Showcase + Experiential Popup + Consumer Engagement

PUMA TEAM FASTER GLOBAL SUMMIT + MODE XT SHOE LAUNCH - \$700K

2-Day Experiential Summit + Influencers + Show Production + Product Reveal

SOUTHWEST FLIGHT GIVEAWAY - \$750K

YouTube Campaign + Stunt Tour + Experiential Popup

DISNEY/PIXAR + SOUTHWEST PLANE REVEAL - \$300K

VIP Press Event + Show Production + Immersive Consumer Experience

SOUTHWEST LUCK REUNION @ SXSW - \$250K

Immersive Experience + Show Production + VIP Press Event

BOEING + SOUTHWEST MAX 8 PLANE REVEAL - \$1.2M

Show Production + VIP Press Event + Experiential Production

MILWAUKEE BREWERS + SOUTHWEST VR EXPERIENCE - \$200K

VR Experience Production + Consumer Engagement

TIDAL + ROC NATION + HTC - A9 LAUNCH EVENT - \$400K

Product Launch + VIP Press Event @ Tidal X

AMAZON HOLIDAY PRODUCT PRESS EVENT - \$150K

VIP Press Event + Set Production + Event Programming

SOUTHWEST NO TRICKS. JUST TREATS. - \$200K

2017 Pro Awards Gold Winner - Disruptive Marketing

FOR PHOTOS AND A LIST OF PROJECTS VISIT DEREKNIES.COM