

Nicholas L. Peterson

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Objective

Community-focused individual looking for challenging and rewarding opportunity in Des Moines, Iowa. Strategic, results-driven leader with proven ability to grow organizations, spearhead change, and conceptualize and execute innovative, sustainable initiatives. A compassionate manager with excellent interpersonal and communication skills, dedicated to fostering a working environment that encourages collaboration and optimizes team performance.

Experience

DART, Business Partnerships Coordinator

August 2016-Present

- Market DART programs that benefit businesses and community organizations. Assist with the development of new fare programs and structures that drive ridership and meet consumer needs. Partner with marketing to develop and implement strategic marketing plans and promotional campaigns to promote ridership and community awareness. Oversee and manage the RideShare vanpool program that is a self-sustaining program consisting of 108 fleet vehicles and over 650 participants.

National Kidney Foundation, Development Manager

November 2014-March 2016

- Oversaw all management strategies of the Kidney Walk and NKF Golf Classic programs for Iowa and Nebraska. Developed committees and raised sponsorship dollars to support all major events including a 30% growth in the first fiscal year. Identified, qualified, cultivated, solicited and then stewarded sponsors, supporters and event participants. Identified new sources of revenue and cause related marketing opportunities. Developed marketing and communication plans to enhance visibility and increase community awareness and participation

American Cancer Society, Community Engagement Specialist

December 2013-September 2014

- Executed a portfolio of community-based events, with accountability for significant income targets, as well as event related advocacy and mission activities. Ensured goal achievement through effective leadership, engagement, and mobilization of event staff and volunteers.

Seattle University

August 2010 -August 2013

- As the Assistant Athletic Director from June 2012-August 2013, Identified, cultivated, solicited and managed corporate sponsorships for a Division I athletic department. Maintained inventory of all Athletics advertising collateral. Worked with university counsel to organize and communicate contractual obligations and agreements in relation to corporate sponsors.
- As the Marketing and Promotions Coordinator from August 2011-June 2012, I established marketing plans for all 19 sports focusing on different market segments and generating new clientele. Created new revenue streams by creating small business partnerships. Created an exciting and innovative in-game experience while staying within an established budget.
- As the Game Operations Coordinator from August 2010-August 2011, provided assistance with all aspects of game management. Responsibilities included pre-game preparation, event timeline, permits and sanctions, event set-up, operations and breakdown; Oversight of event scheduling and use by outside rental clients and execution of

contracted responsibilities by outside vendors; Maintenance of equipment inventory and procurement and transport of event supplies and equipment; Training and management of event staff; Development and management of risks. Ran all aspects of concessions.

Iowa Cubs, Stadium/Ticket Operations

March 2006 -June 2010

- Oversaw management of game-day event staff such as parking attendants, ticket takers, ushers, security and first aid, coordinated on field and game day promotions, facility management, including cleaning and maintenance. Assisted customers with ticket sales through phone and online ordering and facilitate customer service in regards to all ticketing.

Education

Masters in Sports Administration and Leadership

September 2010-June 2012

Seattle University, Seattle, WA

Bachelors of Science in Social Science Education

August 2005-May 2009

Northwest Missouri State University, Maryville, MO

Volunteering

2018-Current, Member, Employers Council of Central Iowa

2017-Current Member, Prairie Voices Toastmasters Club

2017-Current Board Member and Mentor to Executive Director, Genesis Incorporated

2017-Current Member, LINC an initiative of the United Way of Central Iowa

2016-Current Treasurer of the NAACP State Conference Iowa/Nebraska

2015-Current Executive Committee Member of the NAACP Des Moines Branch

2014-Current Mentor with Big Brothers Big Sisters of Central Iowa

2013-Current Member of the Young Professionals Connection, 2016 Charitable Chair and Board Member