



**James Krajsa**  
Sales and Marketing Professional

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# Professional Portfolio

## Background



**I am a creative and strategic leader in project management, sales & marketing. I enjoy a fast-paced environment along with teamwork, collaboration and learning. I have extensive experience in sales, leadership, marketing, web design, event production, employee management and new business development.**

My sales and client services foundation started early in my career when I built relationships with various businesses and organizations for a professional sports franchise. I learned quickly how important it was to establish and maintain relationships, how to provide superior customer service and how to manage all different types of personalities. I prided myself on providing the absolute best experience possible for each client. Within my first year, I generated the most revenue as a new incoming sales person and was one of the top sales professionals that year.

For the next 8 years, I took that foundation and applied it to a start up event management & experiential marketing company in the active lifestyle industry. Within that time I was able to cultivate my project management skills by leading a team of 8 full-time staff and 50 contract staff, negotiate complex services agreements, increase our clientele by over 50%, develop new revenue streams in other markets, create & manage complex budgets, oversee strategic marketing campaigns, develop new websites, and create & execute comprehensive active lifestyle experiences for over 100 clients annually.

I am trainable, moldable and can adapt to any situation. I am a motivated team player but can work just as well independently. I thrive on my passion, servant leadership style, gritty personality and drive for helping others.

# Skills

## PROFICIENCIES



## EXPERTISE



## SOFTWARE

**Wordpress, Mailchimp, SmartSheets, Basecamp, Google Analytics, Facebook Ad Manager, Highrise, Adobe Suite Products, Microsoft Office Suite, SocialTables, Wufoo**

## Career Highlights

### SPORTING KANSAS CITY (2010–2012)

- Top incoming new sales person for season ticket sales (2011)
- Generated over \$250,000 as a first year sales person (2011)
- Major League Soccer All-Rookie Team (2011)

### ULTRAMAX EVENT SERVICES (2012–2019)

- Migrated 30 hard coded HTML websites to Wordpress Multi-Sites (2013)
- Negotiated and secured a branding/activation experience for Volkswagen at the MLS All-Star 5K Jersey Run in downtown Kansas City (2014)
- Launched a women's fitness brand and running event series in (4) markets (2015)
- Developed and created web design & marketing services as a new company revenue stream (2015)
- Partnered with an equipment manufacturer to develop and execute one of the largest mud racing experiences in Georgia (2016)
- Introduced equipment rentals as a new company revenue stream (2017)
- Secured largest six figure contract in company history (2018)
- Managed and executed a (5) day 300-mile cycling tour across the state of Missouri with bands, breweries and camping (2018-2019)
- Established new business opportunities in several markets outside Missouri (2013-2019)
- Grew business from 30 clients to over 100 clients annually (2013-2019)

## Work Examples

### TULSA RUN



#### **OVERVIEW**

From its humble beginnings in 1978 with a little over 1,000 participants, Tulsa Run has been a marquee event for the Oklahoma community bringing over 10,000 participants and spectators to Tulsa each year.

#### **CHALLENGE**

Figure out a way to help cut costs, maintain registrations and streamline event operations without using additional city resources.

#### **SOLUTION**

With our turnkey event services, we were able to handle every single aspect of the event for the city so they would not have to utilize full-time staff. This allowed them to cut costs and streamline event operations utilizing one event company.

#### **RESPONSIBILITIES**

Overall event week execution, Operations Plan, Event Staffing, Equipment Rentals, Vendor Management, Marketing, Web Design, Traffic Control Plan, Event Layout & Flow, New Course Design

## Work Examples

### JCB MUDFEST



#### **OVERVIEW**

A family friendly obstacle mud racing event located in Savannah, GA at JCB North America

#### **CHALLENGE**

Work with the client to come up with a unique event that helps raise money for their charity, increases local community service recognition and highlights the company's identity.

#### **SOLUTION**

I partnered with JCB to come up with a mud obstacle race that helps raise money for their charity, creates brand identity and highlights JCB equipment.

#### **RESPONSIBILITIES**

Overall event execution, Operations Plan, Marketing, Web Design, Event Staffing, Event Site Layout, Race Management

## Work Examples

# HARTSBURG HAMMER BRAND DESIGN



### OVERVIEW

A cycling event in mid missouri to highlight the picturesque landscape and help support small businesses.

### CHALLENGE

Develop a brand, logo and website for the event.

### SOLUTION

I wanted to develop the brand that speaks to the local gravel community. The look and feel resembles that of a gravel cyclist - tough, gritty, adventurous.

### RESPONSIBILITIES

Brand, Logo Design, Website Design

## Work Examples

### KRINGLE JINGLE BRAND DESIGN



[EVENT INFO](#) [HIGHLIGHTS](#) [COURSE](#) [VOLUNTEER](#) [CONTACT](#)

#### OVERVIEW

A christmas themed event to celebrate the holidays and help support a local charity.

#### CHALLENGE

Develop a brand, logo and website for the event.

#### SOLUTION

I wanted to create a brand that was fun, festive and different. I decided to develop the website as a parallax utilizing clip art with a similar look and feel as Rudolph the Red Nosed Reindeer movie.

#### RESPONSIBILITIES

Brand, Logo Design, Website Design, Facebook Ads, Lead Generation

## References

### **MARK LIVESAY**

**Owner, Ultramax Sports**

*"We have been incredibly fortunate to have James running our company for the past several years. We could not have achieved what we have, without him steering the company. The event production business is incredibly challenging, fast paced, has many intense situations, long hours and required working most weekends. He has shined through it all. He is absolutely one of the hardest working, loyal and dedicated employees we have ever employed. He is incredible talented in so many areas and will be an amazing asset to any company that is fortunate enough to hire him. We simply can't give a stronger recommendation for James"*

### **HEATH AUCION**

**Event Manager, Fort Worth Sports Commission**

*"I have known James for over four years and he is great to work with. Works with clients to listen to their needs and then give his suggestions without being heavy handed. Able to understand the needs of an event and staffs properly to get the job done well and it cost effective for the client. Has a deep knowledge of the event planning and management industry. Helped with creative ideas on marketing our event. James is a pleasure to work with and he comes with a high recommendation from me."*

### **WAYNE SISK**

**Account Executive, GDH Workforce Solutions**

*"I had the privilege of working part-time under James for 7 years. James may have been the person in charge, but he was more than that. James was always the hardest working individual at every event. He was responsible for arranging events, coordinating events, and communicating to the staff and members of the event; and not once, did I doubt his leadership. He is the type of person to never turn away from a task or challenge and will always be there for his team. He can effectively communicate with anyone, at anytime. James would be an important asset for any organization."*