

MJ JURGENSEN

PROGRAMS, ENTERTAINMENT, & EVENT SPECIALIST

Seattle, WA | they, them, theirs

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PROFESSIONAL SUMMARY

Programs, event, and operations professional with 8+ years of experience delivering high-energy live experiences, audience engagement, and large-scale programming. Proven ability to manage complex event logistics, budgets up to \$500K, and cross-functional teams. Background in live performance and hosting brings a unique edge in fan engagement, in-game entertainment, and production environments. Passionate about sports and recreational entertainment and creating memorable customer & client engagement experiences.

CORE SKILLS

Event Operations & Logistics • Live Event Production • Fan Engagement & Experience • Partnership Development • Budget Management • Talent/Performer Coordination • Team Leadership • Events Scheduling & Run of Show • Public Speaking • Social Media & Content Creation • CRM & Administrative Systems

PROFESSIONAL EXPERIENCE

Director of Programs

Phinney Neighborhood Association — Seattle, WA | 2023 – Present

- Lead development and execution of **high-volume annual programming and live events**, increasing audience participation and engagement
- Manage program budgets, resource allocation, and financial reporting to ensure operational efficiency

- Develop partnerships with local organizations, vendors, and performers to enhance event experience and expand audience reach.
 - Supervise and mentor staff, ensuring high-quality delivery of **audience-centered experiences**
 - Drive outreach initiatives and strategic programming to enhance attendance and community impact
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Recreation Director

ERALiving — Seattle, WA | 2021 – 2023

- Managed end-to-end event operations, including run of show execution, vendor coordination, staffing, and on site logistics.
 - Managed a **\$500K annual budget** across programming and events
 - Coordinated complex, multi-event calendars while balancing staffing and operational needs
 - **Partnered with vendors, instructors, and performers** to deliver engaging high-energy, entertainment driven experiences.
 - Improved operational workflows and scheduling systems to increase efficiency and program quality
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Recreation Assistant

ERALiving — Seattle, WA | 2020 – 2021

- Supported execution of daily programming, events, and audience engagement initiatives
 - Assisted with scheduling, technology support, and coordination of activities and experiences
 - Provided on-site operational support to ensure smooth event delivery
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Educator & Administrator

Three Dragons Arts Academy — Seattle, WA | 2016 – 2020

- Led outreach and community engagement initiatives to grow program participation
- Managed social media and digital content to promote events and programming
- Directed music programs and coordinated performances, rehearsals, and scheduling
- Delivered engaging educational experiences while supporting administrative operations

ENTERTAINMENT & PERFORMANCE EXPERIENCE

Host & Emcee — Seattle, WA | 2021 – Present

- Experienced host **leading annual galas and fundraisers** for non-profit organizations.
- Auctioneer experience including raise the paddle & traditional bidding.
- Natural charisma and humor to draw in donors and investors.

Actor, Musician, Music Director — Nationwide | 2008 – Present

- Professional performer with **national touring experience** across cruise lines, theatre companies, and educational productions
 - Collaborated with production teams on **live show execution, audience engagement, and performance delivery**
 - Managed independent business operations including booking, contracts, and logistics
 - Performed with recognized organizations including Holland America, Princess Cruises, and national touring theatre groups
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EDUCATION

Bachelor of Fine Arts

Oklahoma City University — Graduated with High Honors

SOCIAL MEDIA & CONTENT

- Content creation for TikTok & Instagram (@mjfortheplay)
 - Video editing, short-form storytelling, and audience engagement
 - Event promotion and digital marketing campaigns
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TOOLS & PLATFORMS

Operations & Calendars: Skedda, Kronos

Marketing & Content: Canva, TikTok, IG, Facebook, Campaign Monitor, Splice, Wix

CRM & Business Tools: Salesforce, Google Workspace, Microsoft Office, Slack

Systems: UltiPro, Ramp, MacOS & Apple Programs

INDUSTRY INTEREST

- Passionate about sports business, fan engagement, and live event production.
- Strong interest in game day operations, in-arena entertainment, and team/event logistics.
- Active follower of collegiate and professional sports, with focus on women's athletics.
- 2026 NCAA Women's Basketball Bracket Challenge Winner