

CHAD SOMMER

SENIOR INTEGRATED & EXPERIENTIAL MARKETING MANAGER

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PROFESSIONAL SUMMARY

Senior integrated and experiential marketing leader with 15+ years of experience translating national brand strategy into measurable local and regional market results across Fortune 50 enterprise, agency, and nonprofit environments. Deep expertise in experiential marketing, sponsorship activation, multi-market field programs, and go-to-market execution, with a proven ability to connect physical activations to digital lead capture and retail revenue. Managed multi-asset partnership portfolios with the Chicago Bears, Green Bay Packers, Milwaukee Bucks, St. Louis Blues, and Chicago Fire. Earlier career included producing C-suite brand engagement experiences for Motorola at the World Business Forums and growing new business revenue 25%+ year-over-year at a boutique experiential agency, providing a strong foundation in B2B relationship management and agency operations. Recognized with T-Mobile's national Winners Circle award and Verizon's Bias to Action designation for consistently driving results through innovation and cross-functional leadership. Open to relocating to San Francisco Bay Area or Seattle.

CORE COMPETENCIES

Integrated Marketing Strategy, Go-To-Market Planning & Execution, Experiential & Field Marketing, Sponsorship Activation & Management, Digital Lead Capture & QR Engagement, B2B / SMB Acquisition, Retail Traffic & Demand Generation, Multi-Market Program Management, Agency & Cross-Functional Leadership, Brand Ambassador Program Design, Budget Optimization & ROI Reporting, Multi-City Event Production

PROFESSIONAL EXPERIENCE

Verizon | Chicago, IL

2023 – 2025

Senior Manager, Experiential Marketing

Regional lead for integrated marketing, sponsorship activation, and experiential programs across IL, WI, and St. Louis, managing a \$280K annual budget, directing agency partners, and aligning with Retail, B2B/SMB Sales, IMC, Brand, and PR/Comms stakeholders.

- Delivered a 344% traffic lift and 67% sales lift by orchestrating the 2025 NFL Draft Green Bay retail campaign, integrating experiential vehicle activations, a QR-driven "Road to the Draft" sweepstakes, broadcast partnerships with ESPN Wisconsin and ESPN Chicago, a celebrity meet-and-greet, and targeted field enablement for frontline store staff and brand ambassadors.
- Generated 200%+ traffic and sales lift across priority retail locations by conceiving, pitching, and launching the "Headshots" SMB and consumer acquisition program, including full strategy development, creative brief, and stakeholder approval.
- Increased regional phone gross adds 14.3% year-over-year by executing co-branded retail campaigns and sweepstakes with enterprise partners Google, Samsung, and Motorola, extending budget impact through OEM co-investments.
- Managed a \$2.7M media partnership with Audacy, coordinating promotional events, radio remotes, and ticket activations that drove measurable engagement and lead generation across the Great Lakes region.
- Personally oversaw 185+ annual activation days, including four Milwaukee Bucks concourse activations, Super Bowl Fan Fest hype events, St. Louis Blues playoff appearances, and large-scale consumer expos.
- Modernized regional lead generation by deploying "Scan. Get a Gift." QR signage at consumer expos, NFL Draft activations, and Step Van events, generating 110 confirmed sales, 927 QR scans, and 332 VZ Engage leads in 1H 2025 alone, and expanding the initiative to a 10% conversion rate on new consumer and SMB leads.
- Architected the "30-Day / 7-Day / Recap" event readiness model and regional planning and reporting framework adopted as the Great Lakes standard operating procedure, improving execution consistency and leadership visibility into event ROI across 300+ activations.
- Aligned Legal, Brand, IMC, Segment Marketing, Retail Leadership, and Finance teams on complex sponsorship and sweepstakes activations, ensuring full compliance while maintaining creative agility across all activations.

T-Mobile | Chicago, IL

2020 – 2023

Manager, Community Engagement | Outreach & Events Specialist

Regional lead for Mobile Showroom operations, community events, and GTM expansion across five Midwest markets, overseeing field teams, vendor relationships, and multi-state event logistics.

- Developed and executed go-to-market launch plans for two new Mobile Showroom markets in Des Moines and Cedar Rapids, coordinating cross-functionally with Regional Marketing, Real Estate, and Business Development to drive immediate brand presence and customer acquisition.
- Led high-performing field teams to rank consistently in the top national quintile of T-Mobile's 58-market Mobile Showroom program for both sales and customer experience metrics, applying structured coaching and KPI-driven performance management.
- Produced national-award-winning virtual training and engagement events for distributed field staff during a period of rapid organizational change, earning T-Mobile's Winners Circle award, the brand's top national recognition.
- Designed and implemented weekly event recap and call report procedures adopted as the national standard operating procedure, improving data quality and consistency across all 58 markets.

- Ensured flawless execution of large-scale fairs, festivals, community expos, and business events across five Midwest markets by managing vendor negotiations, contract compliance, permits, staffing, and post-event performance reporting.

T-Mobile | Chicago, IL

2016 – 2020

Signature Marketing Specialist | Michigan Avenue Flagship

Owned experiential programming, local media partnerships, and community outreach for T-Mobile's flagship Michigan Avenue location, one of the brand's highest-visibility retail environments in the country.

- Delivered 10% to 20% incremental monthly sales by building a localized, event-driven outreach engine using hyperlocal partnerships, recurring experiential programming, and data-informed audience targeting informed by Zip/BAN analysis.
- Secured a 300% flagship marketing budget increase by developing and presenting a strategic traffic growth plan to HQ leadership, supported by performance data and a clear ROI measurement model.
- Produced large-scale internal events including C-Suite and Senior Leadership Team town halls and Women's Leadership forums, managing all logistics, venue coordination, and run-of-show for seamless executive-level experiences.
- Produced marquee flagship activations including co-branded experiences with Netflix and Taco Bell that achieved top NPS scores and earned media coverage, with post-event case studies shared with national teams as a replicable model.
- Improved seasonal traffic by launching and field-testing the "Unlimited Agents" street team program, delivering a 10% incremental sales lift during key summer periods.
- Created a marketing mentorship program that successfully transitioned three retail staff members into corporate marketing roles within T-Mobile.

EARLY CAREER EXPERIENCE

PileDriver Marketing | Account Supervisor, Chicago, IL

Liquid Event Marketing Solutions | Marketing & New Business Development Consultant, Chicago, IL

Youth Guidance | Grants Manager, Chicago, IL

Chicago Public Schools | Teacher, Chicago, IL

EDUCATION

Master of Arts in Teaching | Dominican University

Bachelor of Professional Studies in Organizational Communications | Roosevelt University

CERTIFICATIONS & TECHNICAL SKILLS

Certifications: Google Digital Marketing & E-commerce, Cvent Event Marketing Strategy, Lead Management in Salesforce, Salesforce Sales and CRM Overview, Social Media Marketing (DePaul University), Career Essentials in Generative AI (Microsoft/LinkedIn)

Technical Skills: Workfront, Smartsheet, VZ Engage, Microsoft Office Suite, Google Workspace, Generative and Agentic AI (Claude Co-Work, Gemini Gems, Chat GPT, Copilot)