

Sam Chapin

Professional, Personal, Multihyphenate

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Experiential Marketing

CAMP - New York, NY - Team Lead

October & November, 2020

Led a group of 15 contract workers for holiday event at Hudson Yards, scheduling breaks, daily health records, proactive problem solving, and communication between brand, public, and affiliated contract agencies. Creating and compiling daily reports, photos, and time sheets.

7-Eleven - New York, NY - Demonstrator

March 2020

Worked within a store to promote 7-Eleven's touchless checkout, assisting new customers with setting up their accounts. While many 7-Eleven's throughout Manhattan have gotten rid of this technology, the system is still available in the store I activated.

Price Chopper, Overland Park, KS - Team Lead

January 2020

Team Lead for Price Chopper event in Overland Park elementary schools, assisting with Price Chopper mascots, promoting Price Chopper's 'Day at the K,' market wide field trip for area 5th graders to come to Kauffman Stadium (Kansas City Chiefs)

Smash, Fayetteville, AR - Field Manager

December 2019

Picked up and drove 300 plates from IKEA (Kansas City) to University of Arkansas for a student engagement activity. Set up and provide guidance to students smashing plates, ensuring safety and fun. Clean up, tear down, mailing back of materials, along with event recap and invoice.

AAA Insurance - Kansas City, MO - Team Lead

June & July 2019

Team Lead for AAA promotions and activations at Royals games throughout June 2019. Encouraged fans to interact and find leads for onsite agents to produce future AAA memberships.

Statefarm - Kansas City, MO - Brand Ambassador

May 2019 - Jan 2020

Worked to interact and encourage engagement between attendants of KC Pride and Statefarm, meeting and surpassing given quotas of engagement everyday of the festival.

Poppilu - Kansas City, MO/Des Moines IA - Demonstrator

June 2018 - October 2018

#1 Sales Demonstrator for the brand in the Midwest region, selling health market antioxidant lemonade at multiple locations each weekend, providing event recaps, receipts and immediate application of directives from the founder.

U.S. Cellular - Des Moines, IA - Brand Ambassador

August 2017 - August 2019

Worked to engage with people at tailgates, concerts, sports events, marathons, state fair and other large events around Des Moines, Ames, and Iowa City. Multiple weeks of daily 13 hour days.

CERTIFICATIONS & SKILLS

Adobe Creative Suite

Branding

COVID Compliance Officer

Communication

Customer Relations

Event Specialist

Experiential Marketing

Google Workspace

Management

Microsoft Office

Sales

Skilled Labor

Team Building