

## Contact

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(LinkedIn)

## Top Skills

Production Planning  
Sports Marketing  
AV management

# Quinn Tormey

Producer at Cheil North America  
New York City Metropolitan Area

## Summary

Event/experiential marketing producer with experience working on campaigns for Samsung, Amazon, YouTube, BMW, Unilever, Facebook, Google, and more within high-energy agency environments. Skillset spans:

- o Event marketing planning, coordination, logistics, sourcing, execution
- o Account management and client service
- o Content and Product Management in large volumes
- o Creating flawless live experiences for clients

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## Experience

### Cheil North America

#### Producer

February 2022 - Present (3 years 1 month)

Collaborating with Samsung Electronics America for over 70 events, to bring flawless experiential

events to consumers including: CES, NFT Week, Fashion Week, Newfronts, Rover Touch

Campaign, Jaden Smith Activations, Samsung Galaxy Creator Collective, and more.

Primary point of contact for content and product management.

Creation of event plans and Run of Shows for numerous events.

Travelling to multiple markets for event operations and production.

Key Achievements: Co-managed New York and Chicago markets for Samsung's Rover Touch Campaign,

Production support on two renovations of the Samsung 837 Flagship Store in NY, Crucial operations

support for Samsung's Integrated Launch Platform activation in NY and San Francisco.

## Sunrun

Project coordinator

August 2021 - February 2022 (7 months)

## Allied Experiential

Production Coordinator

September 2019 - April 2020 (8 months)

Greater New York City Area

Assist internal production, operations and account-team channels within award-winning experiential marketing agency—named a Top 100 agency by Event Marketer magazine. Worked on projects including brands such as: Amazon Treasure Truck, Google, Hulu, Oreo, Huggies, Pampers and more.

## MAS Event + Design

Event Production Intern

December 2018 - June 2019 (7 months)

Greater New York City Area

Assisted in production of events and activations for such clients as Google, YouTube, Facebook, BMW, Unilever, Investcorp, and Jigsaw. Production assistant on Unilever Short Lead 2019 and YouTube Brandcast 2019 programs. Also worked on Jigsaw Disinformation Summit NYC, YouTube News San Francisco Summit, Google Cloud Industry Day 2019, Google Hardware Launch NYC, Investcorp Alternatives Symposium 2019, Google Cloud activation in Charlotte, YouTube SXSW activation, Facebook Beale Street Music Festival activation, Google Xmas in July, Google Pay 3.0.

Responsibilities spanned:

- o Event planning, coordination, logistics, sourcing, execution
- o Account management and client service
- o Social media content planning and posting
- o Flawless campaign for "power brand" clients

## Dayna's Events

Marketing Manager

August 2017 - December 2017 (5 months)

Blackwood, NJ

Worked with team to develop a marketing plan spanning ideation, planning, strategy, execution, measurement. (School project, was implemented by company.) Designed and executed all social media, live video and content elements.

David Yurman

Marketing Logistics Coordinator

June 2017 - August 2017 (3 months)

Lynhurst, NJ

Served as a logistics coordinator within a small team connected to marketing and finance. Attending staff meetings, was assigned specific duties and executed both individual efforts and group collaborative programs. Gained logistics knowledge and increased team skills in a dynamic and fast paced work environment.

Bank of America

Business/Marketing Operations Specialist

May 2017 - July 2017 (3 months)

Bergen County, NJ

Worked as coordinator within pre-audit group, assisting with planning and execution of inspection audits across 15 branches in North Bergen County sector. Managed communication, tracked team time-management; liaised with Chicago office team daily on program goals, performance and analytics. Was ranked as one of the most efficient (least errors, most completions) members of the Bank of America team by senior managers.

Partnership for Children of Essex

Marketing Assistant

June 2016 - August 2016 (3 months)

West Orange, NJ

Worked as an assistant at non-profit organization serving families in need in Essex County. Managed in-office programs and day to day activities. Assisted with team organization and transferring important information to those teams. Quickly gained a reputation as a trusted employee and a go-to person for problem solving or troubleshooting.

Chocolate Works

Marketing Assistant

May 2015 - June 2016 (1 year 2 months)

Assisted with marketing campaigns promotion activations for retail chain outlet. Ran point on creation of social media campaigns and content marketing. Participated in sales meetings, marketing campaign development and events.

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## Education

Rowan University

Bachelor's degree, Marketing · (2014 - 2018)