

ALINA TAYLOR

EXPERIENTIAL TOUR MANAGEMENT | STAFFING | BRAND ACTIVATIONS

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PROFESSIONAL SUMMARY

Experiential tour management professional with nationwide activation experience dating to 2015, including programs for Verizon, Walmart, Space Jam, Coca-Cola and the U.S. Army. Combines staff leadership, consumer engagement and client communication with hands-on event execution. Currently co-manages a Verizon tour, supporting the team and guest experience from setup through teardown.

CORE SKILLS

Tour and activation management • Brand ambassador training • Consumer engagement • Client relationships • Lead capture and registration • Event reporting • Premium inventory • Guest flow • Setup and teardown

PROFESSIONAL EXPERIENCE

Momentum Worldwide | Nationwide tours

Nationwide Tour Manager | 2015–Present, across assignments

Verizon Tour 2023–Present

- Co-manage a nationwide Verizon activation tour lasting 9–11 months each year, coordinating staff and on-site activities to deliver a consistent brand experience across markets.
- Train brand ambassadors, engage consumers and communicate with clients to keep activations organized and responsive to on-site needs.
- Manage guest flow, consumer registration, premium distribution and event reporting while supporting setup and teardown.

Earlier Momentum Programs 2015–2023

- Co-managed programs for Walmart Drive-In, Space Jam: A New Legacy, Coca-Cola and the U.S. Army, serving in management roles on two-person and larger tour teams.
- Trained and managed groups of 15+ brand ambassadors, communicating event expectations and supporting consistent consumer interactions.
- Engaged consumers through product education, sampling and interactive experiences to build brand awareness and encourage participation.
- Communicated with clients to understand on-site needs and coordinate activation delivery.
- Used iPads for lead capture; documented activations with photos, tallied activity and submitted event reports.
- Drove pickups with trailers, 26-foot box trucks, Sprinter vans and personal vehicles for tour travel and transport.

The Marketing Arm | U.S. Army tour

Tour Manager | February–May 2020

Supported the U.S. Army High School Challenge Tour after the account moved from Momentum. The assignment ended during the COVID-19 disruption; subsequently returned to Momentum.

SELECTED TOUR EXPERIENCE

go90 — November–December 2015 | High School Army Tour — February–May 2016

U.S. Army NHRA Tour — Traveling Brand Ambassador | March–November 2017 and March–November 2018

Additional brand activations — Verizon, Good Humor, Adidas, Cricket and Chicago Auto Show programs