DOMINEQUE TAYLOR

Experiential Operations Leader | Nationwide Tour Manager | CDL Class A
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PROFESSIONAL SUMMARY

Nationwide tour manager with 17+ years in experiential marketing, including 12 years running tours for Momentum Worldwide. Has led mobile brand programs for Verizon, Walmart, Coca-Cola, the U.S. Army, Good Humor, and NHRA across all 48 contiguous states. Handles the full tour: routing, transportation, DOT-compliant vehicle operation, staffing, asset management, onsite execution, and client reporting. Supports sales on the event footprint and builds his own tools to make tours run smoother.

CORE SKILLS

- **Tour Operations:** Routing & scheduling • hotel and vehicle-parking planning • load-in/out • asset packing & transport
- **Leadership:** Hiring, training & leading brand ambassador teams of 1–30 • client, venue & vendor relations
- **Sales & Engagement:** Lead qualification • product demos • handing off to sales reps • live mic hosting & contests
- **Fleet & Compliance:** CDL Class A • DOT/HOS compliance with e-logs • 26' box truck, semi, gooseneck trailer, Sprinter
- **Admin & Technical:** Budget & expenses (Concur) • inventory • 24-hour recaps • photo/video

PROFESSIONAL EXPERIENCE

Momentum Worldwide — Nationwide Tour Manager (CDL-A), Contract — Sep 2014 – Present

Hundreds of live events in dozens of U.S. markets • multi-month national tours • six-figure asset and equipment responsibility

Verizon Tour (2023 – Present)

- Have run the Verizon tour for four straight years, managing logistics, routing, hotels, and onsite execution for a multi-market, 11-month program.
- Help the local Verizon sales reps working the footprint by qualifying consumers, explaining Home Internet, wireless, and bill-savings offers, and handing off ready-to-buy customers.
- Train brand ambassadors on the activation flow: intercept, QR-code scan, service-availability check, mobile game, and handoff to a rep. Created lanyard reference cards so every event runs the same way.
- Drive and maintain the 26-foot air-brake tour truck while staying fully DOT compliant. Track budget, premium inventory, and expenses, and send recaps with photos within 24 hours.

Earlier Momentum Programs (2014 – 2023)

- **Walmart Drive-In:** Ran nationwide community drive-in theater events: team training, event layouts, screen setup, and overall coordination.
- **Space Jam: A New Legacy (with LeBron James):** Built interactive consumer experiences to raise awareness for the film's release.
- **Coca-Cola, U.S. Army, Good Humor, NHRA:** Led multi-month national tours covering logistics, transportation, staffing, and onsite execution.
- Acted as the main onsite contact between agency teams, clients, venues, and vendors, protecting brand standards while solving problems in real time.

The Marketing Arm — CDL Tour Manager, Contract — Feb 2020 – May 2020

U.S. Army High School Challenge Tour: drove and managed a CDL tour bringing Army experiences to high schools

Marketing Werks — Tour Manager / Marketing Manager — Feb 2011 – Sep 2014

Verizon Wireless, NFL, PlayStation • Nationwide & Chicago, IL

- Led a nationwide Verizon Wireless device tour: product demos, live mic messaging and contests, in-store retail events, and full event-site builds with tents, lighting, and PA.
- Drove the branded vehicle and trailer from market to market. Managed temp staff, recaps, expenses, and inventory. Also served as Assistant Manager for the PlayStation Vita launch.

Promotional Marketing Representative — Various Agencies — Aug 2008 – Nov 2013

Ran promotions for multiple ad agencies, regularly managing teams of 5+

FOUNDER PROJECTS & CREATIVE TECH

- **ParkedOnTour (Founder, 2026 – Present):** Free, crew-verified directory of hotels that can fit tour vehicles (box trucks, Sprinters, trailers, semis, buses), with a live map, parking fees, and lot photos.
- **Tour tools I've built:** Booth Architect (2D/3D footprint planner) • Premium Tracker (giveaway inventory PWA) • Recap Film (event recap video editor) • Three.js booth renderer.
- **NomadPrintLab:** 3D-printing business running a multi-printer Bambu Lab fleet, producing custom props, signage parts, and fixtures.

EDUCATION & LICENSES

- Florida Atlantic University: Hospitality & Tourism Management (2020) • The Second City: Improv and On-Camera Acting (2010–2011)
- CDL Class A (air brakes) • Motorcycle license • IT certificates (online) • In progress: FAA Part 107 and private pilot license