

TRAVIS CHAMBERS

EVENT PRODUCTION LEAD

CONTACT

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☎ (414) 350-7438

📍 Milwaukee, WI

ENCLOSURES

Resume

Dear Hiring Team,

I am writing to express my interest in opportunities within experiential marketing, event production, brand activations, and live experience management. My background spans more than 10 years across entertainment, field marketing, agency production, national tours, trade shows, community programming, and founder-led event development.

Throughout my career, I have built a strong foundation in both the creative and operational sides of live experiences. As President and Founder of Uptown Society, I have produced or supported 135+ events and partner activations, including vendor markets, networking events, youth programming, cultural experiences, fundraisers, workshops, and original event concepts. This work has required ownership of event strategy, creative direction, vendor coordination, staffing, marketing, logistics, partnerships, and on-site execution.

I also bring experience managing larger-scale brand and field marketing programs. Through Fresh Empire, I managed the Milwaukee market for an FDA-funded youth engagement campaign, overseeing a \$2M market budget, 100+ ambassadors, activations, reporting, vendors, and community partnerships. My agency and production experience with Derse and Czarnowski gave me additional exposure to trade shows, branded environments, national tours, pop-up activations, production schedules, budgets, and cross-functional coordination.

What makes me a strong candidate is my ability to move between strategy and execution. I can help shape the experience, manage the moving parts, lead on-site, solve problems in real time, and keep the audience and brand presentation at the center of the work. My background in live entertainment and tour management has also strengthened my ability to operate under pressure, manage talent and vendors, and stay organized in fast-paced environments.

I am currently seeking opportunities where I can contribute to high-quality event experiences, brand activations, and culture-driven programming. I am open to national relocation and comfortable with frequent travel, nights, weekends, and the demands of live event execution.

Thank you for your time and consideration. I would welcome the opportunity to discuss how my experience can support your team's goals.

Sincerely,
Travis Chambers

TRAVIS CHAMBERS

EXPERIENTIAL MARKETING & EVENT PRODUCTION LEADER

CONTACT INFO

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📍 Milwaukee, WI
🌐 www.Travis-Chambers.com

EDUCATION

Bachelor of Arts
Communications
Marquette University
📅 2019
📍 Milwaukee, WI

Bachelor of Arts
Organizational Leadership
Marquette University
📅 2019
📍 Milwaukee, WI

SKILLS

- Brand Activations
- Budget Management
- Client Communication
- Communication Skills
- Community Engagement
- Creative Direction
- Event Production
- Experiential Marketing
- Program Management
- Project Management
- Team Leadership

CAREER OBJECTIVE

Experiential marketing and event production leader with over 15 years of experience in creating impactful brand activations and managing cross-functional teams, driving engagement and community impact through innovative live experiences.

WORK EXPERIENCE

President & Founder

Uptown Society

📅 2021 - current 📍 Milwaukee, WI

- Founded and leads a community-serving events company producing culturally relevant live experiences that connect audiences, brands, partners, and local communities through shared experiences.
- Produced or supported approximately 135 events and partner activations, spanning networking events, vendor markets, youth programming, nightlife concepts, fundraisers, watch parties, workshops, art events, and cultural experiences.
- Reached 2,000+ in-person attendees while developing partnerships with organizations and venues, including Milwaukee Symphony Orchestra, Marcus Performing Arts Center, American Red Cross of Wisconsin, and Kuumba Juice & Coffee.
- Generated revenue through ticket sales, vendor fees, sponsorships, grants, donations, and partnerships while overseeing budgets, vendor costs, staffing, production logistics, and partner expectations.
- Led creative and digital marketing strategy across Instagram, Facebook, website, and email, creating or overseeing 100+ promotional graphics, 100+ video/recap assets, and audience channels totaling 6,800+ followers/subscribers.
- Recruited and managed a team of 20+ staff and contractors, including vendors, performers, and photographers, to successfully execute events and produce high-quality content.

Tour Manager, Freelance

Yung Fly Entertainment

📅 January 2021 - December 2024 📍 Nationwide

- Managed tour and live-event operations for approximately 96 concert dates nationwide, supporting 1990s R&B and 2000s hip-hop acts across multi-artist concert environments.
- Managed comprehensive artist hospitality logistics, including green room setups and vendor coordination, ensuring a seamless backstage flow for 90+ major events.

Project Manager, Milwaukee Tool Account

Derse

📅 August 2022 - December 2023 📍 Milwaukee, WI

- Managed 30+ trade show, exhibit, and branded environment projects for the Milwaukee Tool account, overseeing timelines, cross-functional coordination, production schedules, shipping, install/dismantle planning, and logistics

- Served as project hub across creative, production, logistics, and property teams, clarifying deliverables and maintaining execution timelines in a fast-moving agency environment

Associate Producer

Czarnowski



January 2020 - September 2022



Remote / Contract

- Supported national experiential campaigns, tours, and pop-up installations for clients including Rivian, Ecolab, EssilorLuxottica, SoCal Arts, and other brand accounts
- Coordinated production support for Rivian Ride and Drive / First Mile and EssilorLuxottica tour programs, managing schedules, production documents, staffing needs, vendors, and activation logistics
- Supported 5+ branded pop-up installations for brands including Starry, LiuGong, and Rivian, helping translate creative concepts into executable field experiences
- Managed crews, vendors, brand ambassadors, and production partners to support on-site readiness, cost-conscious sourcing, and day-of execution

Market Manager

Rescue Agency (Fresh Empire)



September 2015 - October 2019



Milwaukee, WI / Remote

- Managed the Milwaukee market for an FDA-funded youth tobacco prevention campaign, overseeing field marketing strategy, event production, staffing, reporting, budget management, and partner engagement for teens ages 14-19
- Directed a \$2M market budget over four years, approximately \$500K annually, consistently delivering activations under budget while managing vendors, talent, venues, permits, production costs, and field operations
- Recruited, trained, and managed 100+ brand ambassadors and social media ambassadors, deploying 8-12 staff per activation to support engagement, logistics, content capture, and youth outreach
- Tracked campaign KPIs, including attendance, social impressions, repeat attendees, kiosk engagements, budget performance, event recaps, and photo documentation for weekly regional reporting

Live Entertainment Producer, DJ & Mixshow

Social Blends



2004 - 2018, select engagements ongoing



Milwaukee, WI

- Founded and operated the business entity behind the DJ Heathen brand, performing at 500+ live events across clubs, concerts, festivals, corporate events, private events, community programs, and lounges
- Produced over 100 pre-recorded mixes aired weekly as a mixshow DJ/personality on V100.7 WKKV / iHeartRadio from 2017 to 2020, enhancing audience engagement and brand visibility under the DJ Heathen brand.