

Spenser Wempe

She/Hers/Hers

Strategic Communications
+ Experiential Marketing

Education

West Virginia University
/ Bachelor's of Art | Political Science

References

/ Nathan Ohle
President & CEO
at International Economic Development Council
(202) 470-1583 | nathano10@yahoo.com

/ Rachel Jeter
Senior Account Supervisor
at Youth Marketing Connection
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Get In Touch

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Skills

Project Management / Experience Management / Budgeting / Experiential Production
/ Relationship Management / Workflow Management / Cross-functional Team
Management / Experiential Design / Content Production / Leadership / Process
Improvement / Adobe Creative Suite / Creative Direction / Schedule Management /
Problem-solving / Corporate Communications / Influencer + Ambassador Management

01 / 06

Experiential Marketing Manager + Account Lead

Youth Marketing Connection North Carolina - May 2022 to Feb 2023

/ Key Clients

B2C Marketing - FlieshmanHillard Influencer Program / Samsung College Ambassador Program / Samsung Mobile Pop Up Tour / Maybelline National Lipstick Day

At YMC, I oversee our the company's largest experiential clients creating large-scale live activations. I am the primary project manager overseeing staff, budgets, and vendors. Additionally, I work with college campuses across the country and specialize in creating brand activations for Gen Z and Millennial consumers. My projects have created nearly 1M product trials and nearly 10 M social impressions. Additionally, I oversee a team of strategists for various influencer and college ambassador programs, managing nearly 500 influencers, creators, and ambassadors.

02 / 06

Account + Creative Director

Hampden Strategies New York - Nov 2019 to Dec 2022

/ Key Clients

B2C Marketing - U.S. Junior Chamber of Commerce / Zach Iscol for New York / Mary Miller for Baltimore

At HSI, I created a portfolio of non-profit and political clients where I served as the primary account manager and oversaw teams of part-time and contract employees. I led options and creative process development for both internal teams and client teams. I specialized in creative asset development, overseeing multi-million dollar production budgets for television, digital, and print content. I worked in social media, email marketing, paid social ads, and web development. I also served as a brand consultant leading three brand development/rebrand exercises.

03 / 06

Director of Communications

Connected Commerce Council, Inc. Washington, DC - Jul 2019 to Oct 2019

At 3C, I led political communications for our clients which included Facebook and Google's public policy teams. My responsibilities included working with the press and Congressional offices to further client objectives. Working with Deloitte, I oversaw the development of research study and report that was shared with each Congressional member. Additionally, I worked with small business owners across the country to write and publish op-eds and other print materials. I also developed strategies for Congressional events to further client goals and led in planning and execution.

04 / 06

Director of Communications

Rural Community Assistance Partnership, Inc Washington, DC - Jan 2018 to Jul 2019

At RCAP, I was promoted to Director of Communications to build a communications department for the national organization and to support and oversee regional communications departments across our membership. I was responsible for managing communication staff and working cross-functionally with other teams to execute federal contracts. I assisted with the RFP process and managed budgets and staff time. My department was responsible for planning and managing events, overseeing all email marketing, writing and producing a quarterly publication + long-form guidebooks, managing social media and the organization's website, working with the press and creating opportunities for thought-leadership, and developing training and brand standards. I also assisted the Executive Director with a national reorganization strategy and led the organizations and it's regional partner's rebrand.

05 / 06

Integrated Marketing Manager

FBC Maryland - Apr 2017 to Dec 2017

/ Key Clients

B2B Marketing - U.S. Department of Defense / U.S. Department of State / National Security Agency / U.S. Army / Center for Medicare and Medicaid / CyberUSA / Social Security Agency

At FBC, I served as manager on experiential projects for our government clients. Working cross-functionally with our account and sales teams, I executed large-scale training conferences, procurement expositions, and trade shows. As a GSA- schedule experiential agency, I worked directly with government counterparts to plan and execute events adhering to standards for classified information and secure locations. I assisted with business and sponsor development and oversaw all promotional materials for all clients. I was also responsible for brand strategy and development for CyberUSA, a national cyber security training organization.

06 / 06

Marketing & Events Manager

Creek's Edge Wineries Virginia - Apr 2016 to Nov 2016

At CEW, I managed all events, including weddings, corporate events, and large reservations. I was responsible for sales and operations and managed a team of twelve. I oversaw budgets, a loyalty program, and inventory and led a \$1M capital improvement project. I also cultivated business relationships with local vendors and oversaw design and execution of all marketing efforts, including the website, social media, and email marketing.