

# FIRST LASTNAME

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## EXPERIENCE

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### PROJECT MANAGER | Freelance | Los Angeles, CA

2014 – Present

Applying detail-oriented planning, strong problem-solving and communication skills to create memorable brand experiences on and offline. Developing creative ideas and production plans; communicating between internal departments and external parties; delivering final products on time, budget and brand.

- Coordinated gala logistics with an elaborate theatrical reception, organizing 150 staff across 8 rooms and 2 stages; 380 high profile guests attended which raised \$1.6M for NONPROFIT.
- Led designers, videographers and animators to create digital content that introduced e-commerce powerhouse WEBSITE.com to new territory; reached 1.5M prospective customers.
- Constructed a 60' x 80' BRAND tent as part of FESTIVAL's program featuring a DJ lineup, live mural and activities to complete in front of an audience; 12k people interacted with the brand over 3 days.

### PROJECT MANAGER | MARKETING AGENCY | London, UK

2012 – 2014

### PRODUCTION MANAGER

2011 – 2012

### PRODUCTION ASSISTANT

2009 – 2011

Oversaw social media channels, content creation and experiential activations at this independent marketing agency for their biggest client, telecoms giant COMPANYNM. Mentored 3 junior employees and managed \$1M+ worth of projects annually, work which won a dozen industry awards.

- Started COMPANY NM YouTube channel, invented the brand identity and formats and built a nationwide network of videographers; produced over 200 pieces of original content per year.
- Challenged Facebook fans of 13 music venues to increase "Likes", highest gains won a free concert; backed by targeted advertising, this campaign increased fans by 42% in 3 weeks.
- Pitched and executed a real world treasure hunt with clues posted on Twitter to promote a band's upcoming tour; 10k fans took part, hashtag trended globally and 250k concert tickets sold out.

## EDUCATION

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Master of Arts, Business Management; NAME OF UNIVERSITY, London, UK

2009

Bachelor of Arts, Business & Journalism; NAME OF UNIVERSITY, New York, NY

2008

## TECHNICAL

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Microsoft Office (Word, Excel, PowerPoint, Outlook), Keynote, Adobe Photoshop, Project Management Tools, Google Docs, Social Insights & Analytics, HTML, MailChimp, WordPress