

Profile

A highly proactive, creative and self-motivated individual who thrives under pressure and loves to put lines through lists. Holds an array of skills and experience in digital media & production including content management, communications, project management, social media and design. Comfortable working as part of a team and individually, embraces new challenges and is extremely willing to learn.



Skills and Experience

Communications & Digital Media Manager - Enhance the UK

www.enhancetheuk.org April 2012 - Current

Enhance the UK is a charity, which raises awareness to disability issues & enhances the lives of those with disability. My main objectives are to increase overall awareness cross platform, develop fundraising opportunities and manage communications. The team is 18 strong and the role allows me to work from home for the majority. Enhance offers disability awareness training to schools and businesses, sexual relationship advice to disabled people and accessible social activities.



My role includes

- Content design and production ensuring: information online is accessible using audio and video production, our digital outreach (social media) is effectively communicating with our target audience and provoking response, information packs and training aids are designed for a specific age group and delivered on time. I also edit and produce online content.
- Project management: building strong communications with partners & effectively managing the team to deliver campaigns, scrutinise marketing strategies & evaluate project delivery.
- Fundraising: develop fundraising opportunities, source funding and write funding applications for large amounts of money following themes and focuses determined by the management team and our partners.

Key Achievements

- Designing 'My little guide to disability', a fun and engaging information pack to accompany training within primary schools. The feedback has been excellent from teachers and Enhance is now focusing on it being published.
- Using social media to effectively enhance our profile, which has led to training opportunities.
- Successfully building working relationships with The Pirate Castle in Camden (accessible community centre) and Brook (the leading young persons sexual health centre in London). Projects on paper are developing into tangible life changing opportunities for young people.
- Establishing a full part time position (24 hours per week minimum) from originally being employed freelance.

Fickle Events Managing Director (DJ) www.fickleevents.co.uk August 2011 - Current

Fickle are established contemporary DJs offering a complete light and sound experience for any event.

I formed this partnership company (2 people) after concluding there was a gap in the market for wedding and party DJs who are NOT Dave's Disco's and do NOT wear flowery Hawaiian shirts. The role has given me experience in: starting up my own business, establishing it in the market place, event management and delivering a product from a mission brief.

Key Achievements

- Fickle Events has grown substantially from an idea into an established and expanding company in just 18 months. Bookings have more than tripled from approximately 15 events in year one to over 50 events in year two. I am immensely proud of the brand we have created.
- We have designed a website which exactly compliments our product and used digital marketing campaigns to effectively attract enquires & bookings. We are also proud to have adverts on Brighton's Juice 107.2

Radio and Production

Juice 107.2 Brighton www.juicebrighton.com June 2011 - Current

Juice Breakfast Show Weekdays 6am – 10am | **Saturday Daytime** 10am – 2pm | **The Brighton Breakout** Fridays 7pm – 9pm
I started as an intern producing the daytime show two days a week, within 6 months this had moved to 5 days a week, before being offered a permanent on air position on the breakfast show. I now present several shows on Juice 107.2 which is Brighton's biggest commercial radio station. It's made by local people who have a real passion for the city and delivered to 1 in for 4 local residents totaling 700,000. This is a high pressure job and involves taking control of difficult situations live on air, problem solving and keeping calm.

My role includes

- Producing & delivering daily content in an engaging format, designing on-air campaigns & competitions to coincide with advertising and market research, daily evaluation of product, editing audio & video material for use on air and on digital media ensuring it is within the guidelines of Ofcom law. Produce promotional trails to advertise the breakfast show throughout the station.
- Communication – use social media to effectively communicate with our audience and provoke a response. The majority of this is during a live show and requires efficiency in: managing response systems, deciphering the best responses to use on air, contacting listeners back under tight time constraints, interacting with listeners in a way that makes it inclusive to everyone. Interview celebrities and individuals with the intention of effectively communicating specific information to our audience.
- Building strong relationships with local businesses & clients as well as supporting their brands and the Juice brand on and off air.
Other skills include: Working as part of a team, team/personal management, excellent organisational & communication skills, exceptional time management.

Key Achievements

- Establishing myself from a work experience placement unpaid for over 12 months into a full time position on the biggest show (breakfast) and then also securing several shows of my own as well.
- Interviewing some of the biggest stars in the world.
- Securing follow up advertising campaigns after effectively promoting a brand/product on air. Most recently VegfestUK instantly signed up for advertising in 2014 after “loving” the show I presented to promote their event.
- Making engaging radio on a daily basis in which a regular listener base tunes in to be entertained.
- Turning on the Brighton Christmas lights 2012.

Food and Events

Head Chef of Grid Events (Suffolk) www.gridevents.com 2007 – 2008

Outside catering company that delivers large scale events specialising in weddings and parties. My main objective was to create menus and deliver the product at events within a 70% gross profit margin.

My role includes

- Managing a team to prepare and deliver the product working to a client brief, ensuring the highest possible standards.
- Organize logistics for multiple events. Problem solving.
- Build an event to a client's specification, working with them from the initial point of contact.
- Create seasonal menus, build strong relationships with local suppliers and promote the Grid Events brand.

Key Achievements

- Writing a Christmas menu, which was served to Prince Charles.
- Securing this position at the age of 21.
- Successfully organising and delivering 3 events on the same day with over 250 guests at each function.
- Regularly managing a team of at least 8 people to work efficiently together in a very high-pressured situation.

Chef de Partie Coast Restaurant (Sydney) www.coastrestaurant.com.au 2006 – 2007

Coast is a 1 hat (Michelin star) restaurant sat in the heart of Darling Harbour. It is an Australian and Italian fusion.

Key Achievements

- Being part of the successful team that was awarded a prestigious hat.
- Preparing and serving some of the finest foods in the world.
- Shucking Oysters for Lou Reed & Sir Elton John.

Computing

Experienced in use of:

Operating Systems: Mac OS X, Windows

Design: Adobe Photoshop/Dreamweaver/illustrator, Apple Final Cut Pro/i-movie, Internet Word Press, HTML, Social Media.

Audio: Logic Pro Studio 8 & 9, Adobe Audition, Pro Tools, Myriad.

Microsoft Office: Word, Excel, PowerPoint.

Other Languages

Level 1: BSL Sign Language (ongoing)

Education

2010 – June 2011 University of Brighton **Music Production & Creative Recording**
Second Class Ba Honours, First Division (2:1)

2008 – 2010 University of Brighton **Music Production**
Foundation Degree, Distinction (1st)

2003 – 2005 **A-levels** Sleaford Joint Sixth Form, Sleaford, Lincolnshire, UK
Information Technology (Double), Business Studies, Food Science, Physical Education: Teacher Training

1998 – 2003 **GCSE's** St Georges College of Technology, Sleaford, Lincolnshire, UK

Employment Timeline

2012 **Juice 107.2** (Brighton, UK) www.juicebrighton.com

2012 **Enhance the UK** (Brighton, UK) www.enhancetheuk.org

2011 **Fickle Events** (Brighton, UK) www.fickleevents.co.uk

2008 -2011 **University of Brighton:** Music Production & Creative Recording Ba Honours

2007-2008 **Head Chef of Grid Events** Outside Catering Company (Suffolk, UK) www.gridevents.com

2006-2007 **Chef de Partie Coast Restaurant** 1 Michelin Star/Hat, (Darling Harbour, Sydney)

2005-2007 World Traveling

2003-2005 A-levels

1998-2003 Secondary School

References Available Upon Request

Interests

Music radio, performing live, festivals, interviewing/broadcasting.

Sports & Exercise rock climbing, long distance running, mountaineering, cricket, football, tennis, running, live events, I adore all sport in summary!

The World & Cultures (countries visited): Australia, New Zealand, Thailand, Singapore, The Emirates, Hong Kong, Canada, UK, France, Spain, Italy, Germany.

Food & Drink eating out, world cuisine, cooking, bars/pubs (real ale & Whisky).