

GEORGIA MAXWELL

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KEY EXPERIENCE

EVENT MANAGER, WOOLWICH WORKS AUG 21 — PRESENT

- Produce artistic and commercial events across music, theatre and the visual arts for up to 1000 guests - including Woolwich Contemporary Print Fair, Shingai and The Grotteaux
- Main contact for visiting companies - from planning through to execution
- Lead weekly operations meeting to brief technical, ticketing and operations teams on upcoming events
- Reflect and disseminate event learnings weekly
- Manage event costs and budgets, identifying savings and investments
- Ensure events are delivered to the highest health and safety standards

EVENT MANAGER, BECKENHAM PLACE MANSION DEC 19 — AUG 21

- Led on sales, programming and planning for community and commercial events including fayres, weddings, film shoots, art workshops and street food festivals for up to 2000 guests
- Designed a set of event packs
- Worked with Lewisham Council to identify parkland objectives
- Implemented a new booking system
- Supported across social media
- Line management of administrator and event coordinator

BUSINESS CONCEPT, BRIGHT VINE MAR — JULY 2020

- Developed business and communications strategy for, sustainably focused, events company
- Created the name and worked closely with Graphic Designer on identity
- Built the website using Squarespace
- Conducted in depth research on sustainability and competitors to develop company ethos
- Led seasonal photo-shoot

PR COORDINATOR, ZETTELER OCT 18 — DEC 19

- Delivered targeted media campaigns for a diverse range of ethically and sustainably minded clients in the design, architecture and art sectors - including Camille Walala, Note Design Studio and Glimpse
- Developed key messaging, objectives, opportunities and press materials
- Conducted research into competitors, sectors and target audiences
- Maintained strong relationships with key members of the press
- Secured media and press coverage across key titles
- Represented Zetteler at industry events including Milan Design Week, London Design Festival and at Fjord Oslo (Norway's light festival)

EVENT + SITE MANAGER, SOCIAL PANTRY JUN 17 — OCT 18

- Responded to client event briefs and budgets; creating bespoke quotes, menus and moodboards for the likes of Nikon, Fenty Beauty and Lacoste
- Led on-site recruitment whilst motivating a small team during the week and a large team at each event
- Executed the annual charity dinner, raising £2,000 and working closely with ex-offenders and leading chefs
- Liaised with multiple, external suppliers, ensuring we were receiving the most profitable deals
- Worked alongside the CEO on the opening of three sites across London
- Styled seasonal photoshoots

FURTHER EXPERIENCE

- Events Assistant, Jimmy Garcia
- Brand Manager, Fork Tree Clothing
- PR Intern, K&H Public Relations
- Marketing Intern, Parka London
- Volunteer, Migrateful

EDUCATION

UX + UI DESIGN PROGRAM, CAREER FOUNDRY FEB 21 — JULY 22

UX, UI and Frontend Development

BA (HONS) PR AND COMMUNICATIONS, UNIVERSITY OF ARTS LONDON SEP 14 — JUN 17

First Class Honours

INTENSIVE FASHION MARKETING COURSE, UNIVERSITY OF ARTS LONDON AUG 2013

SKILLS + ACHIEVEMENTS

- Figma
- Adobe XD + Indesign
- Scoro
- Artifax
- Mailchimp
- UK driving license
- Equality + Diversity Training
- Raised £600 for Mind

PERSONAL INTERESTS

Watercolour, food, cycling, live music, reading, digital design

REFERENCES

Available upon request