





# HOPE NORMAN

Events and Marketing Coordinator | Sustainable event enthusiast | Storyteller

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Hi, I'm Hope. I'm passionate about telling human stories and amplifying voices through creative mediums. I strive to make a difference and share narratives that inspire positive change. I am conscientious, diligent, and reliable, and find joy in working in collaboration and independently. As a strong team player, I contribute wholeheartedly to the success of purpose-led projects. My positivity, dedication, creativity and friendliness has allowed me to organise and participate in a variety of activities & events in both a personal and professional capacity.

## EMPLOYMENT HISTORY

### Freelance Events & Marketing

August 2023 - Present

Currently engaged in freelance work for a range of diverse organisations, contributing expertise and skills across various projects and domains.

- Ethical Staffing | Event Steward for Longleat Festival of Light
- The Water We Swim In Podcast | Promotion and Marketing
- Salisbury Taste Fest | Events Officer
- Salisbury International Arts Festival | Artist Liaison
- Future Leap | Marketing Administration

### Future Leap | Events and Marketing Coordinator

January 2023 - August 2023 (Contract)

#### Responsibilities

- Providing event management and logistical support for the organisation's Festival of Sustainable Business (the South West's largest sustainable business event) consisting of a conference, exhibition, and awards ceremony.
- Working with the Marketing team to support all social/digital marketing, messaging & communications for the festival.
- Supporting the Event Manager with the launch of Bristol City Leap and subsequent community roadshow events - an innovating partnership to accelerate green energy investment and help towards decarbonising the whole city.
- Creating and designing documents, leaflets and flyers using Adobe InDesign and Canva for event promotion.
- Duty managing regular networking events in the Future Leap co-working hub.

#### Achievements

- Helped Future Leap to organise their biggest and most successful festival to date, attracting over 1,000 people.
- Independently organised the Bristol City Leap community roadshow event, bringing it to multiple venues across the city.

### Frank Water | Digital Marketing & Communications

November 2020 - December 2022

#### Responsibilities

- Responsible for Frank Water fundraising, social/digital marketing, messaging & communications.
- Managing and maintaining all Frank Water social media channels (Instagram, LinkedIn, Twitter, Facebook) - planning and composing weekly content in advance, alongside sourcing appropriate imagery.
- Creating and scheduling monthly social media packs (issued directly via CRM) to partners of the Charity and Social Enterprise divisions in addition to company ambassadors and trustees.
- Acting as a central and key supporting role to every team within the Frank Water organisation.
- Launched (and supported) the Regular Giving Community project with new branding, with an aim to increase the Frank Water individual donor count.
- Working at festivals throughout the 2021/22 festival season, supporting Frank Water with their Refill Kiosk as well as collating content to share directly on to Frank Water's social media channels. This included the creation of several Instagram Reels which accumulated to 3,000 views. I thoroughly enjoy this aspect of my role and meeting customers.
- Supported the build, deployment and content creation for a new website.

#### Achievements

- Helped Frank Water to achieve their biggest ever fundraising goal in December 2021 by planning and executing clear social media communications as well as bringing Frank Water Patron Anita Rani on board.
- Achieved significant and measurable improvement in charitable contributions which were directly acknowledged as being attributed to my communication efforts.
- Completed the BCS Level 3 Diploma in Digital Marketing.

### The Larmer Tree Festival | Marketing & Customer Services

January 2020 - April 2020 (Covid Cancellation)

#### Responsibilities

- Looking after all local and regional marketing of the festival to publicise content/ticket sales and increase audience engagement.
- Content creation support inc. the website, press releases, newsletters and proofing.
- Management of email, phone answering, ticketing queries resolution and sales reporting from the ticketing system.
- Running of the Festival's Breakthrough Music Awards including live final.
- Customer service and general admin support.

### The Hillbrush Company Ltd | Office Administration (Apprenticeship)

September 2018 - Januray 2020

#### Responsibilities

- Provide high quality administration and organisational support to all departments, managers and directors.
- Accurate minute taking of departmental and senior management meetings.
- Organisation of meetings and project management of events(both internal and external) providing a warm and professional welcome to all visitors and clients.
- Process all mail (electronic and physical) in addition to answering incoming calls.
- Prepare reports, presentations, proposals, correspondence and other PR activity as required.
- Supported HR manager in confidential administration duties
- Arrange travel & accommodation for departmental managers and platinum clients.
- Deputise for line manager

#### Achievements

- Completed a Level 2 Business Administration diploma.
- Successfully operated independently within a demanding environment when line manager was on long term leave.

### The Larmer Tree Festival | Office Intern

April 2018 - July 2018

Office Intern at The Larmer Tree Festival, managing administrative tasks with precision to ensure smooth operations and enhance overall team efficiency.

## SKILLS

### Industry

- Event Planning
- Social Media Management
- Budgeting
- Microsoft Office Suite
- CMS & Design Software Packages
- Data Management

### Professional

- Effective Communication (written & verbal)
- Team Player
- Self-Motivated
- Strong Problem Solver
- Attention to Detail
- Workload Management

## EDUCATION

Wiltshire College  
2016 - 2018

Gillingham School  
2011 - 2016

## QUALIFICATIONS

Music BTEC Extended Diploma Level 3

Apprenticeship - Digital Marketing  
BCS Level 3 - Passed

BCS - Marketing Principles Level 3 - Passed

BCS - Principles of Coding Level 3 - Passed

Apprenticeship - Business  
Administration Level 2 - Passed

BTEC - Music Level 3 - Distinction \*

GCSE (11 Subjects AOR)

## VOLUNTARY WORK

Forwards Festival (Team Love Productions) - Sustainability Team | September 2023

Louder Than The Storm - Events and Outreach Team | May 2020 - October 2021

Oxfam Music Evening - Self organised, managed and promoted | July 2019 (charity event)