

Bella Leber Smeaton

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PROFESSIONAL SUMMARY

Highly motivated and detail-orientated, emerging from the fast-paced and customer centric hospitality industry. From directing events I've leveraged great networking and interpersonal skills from vendors, customers and stakeholders. I am a real end-to-end project manager who will strive to know the ins and outs of all elements to provide true team support. My career goal is to assume responsibility for projects that connect with their audience, working for a leading company whom I share similar values.

KEY CAPABILITIES

Op Suites, Email, Calendars: Office 365, G Suite | Comms & Collab tools: Asana, Trello, Slack, Zoom, Dropbox, One Drive, Google Calendar | Accounts and Data Entry: Xero, MS Excel | Wordpress, Squarespace, Mr Yum | Form Gen: Wufoo, Forms 365 | Design: InDesign, Canva, Photoshop | Marketing & Socials: Instagram, Facebook, Google Ads + Analytics, Schedugram | Tech: HTML, CSS, CAD | Event, Campaign, Logistic Management | Stakeholder Engagement | Customer Service | Mindfulness | Initiative + Enterprise | Leadership + Teamwork |

QUALIFICATIONS

Jan 2022	Diploma of IT(P/T Bootcamp) - Coder Academy Aus - CURRENT
Apr 2021	Web Dev Plus React - SheCodes Plus - CURRENT
Jan 2021	Front-End Web Development - General Assembly
Nov 2020	Digital Marketing Course - General Assembly Melbourne
Nov 2019	The Hospitality Supervisor Course - Eldred Hospitality
Aug 2013	AUTOCAD Lvl 2 - RMIT

CAREER HISTORY

K'nochen Joint - Reservoir **Jan 2021 -**

Making coffees and preparing food and every Saturday morning for my local community.

Welcome To Group (100 Burgers Group 2015 - 2019) **Aug 2015 - Jul '20**

The 'Welcome to....' concept is an informal urban food truck park turned bar and event space, where all members of the community can come together. Flagship venue Welcome to Thornbury leads the Australian hospitality scene with its pop-up framework and events. I concluded my 5 year tenure with the Welcome to Group at venue 4 Pines Welcome to Brunswick.

4 Pines Welcome to Brunswick
New Venue Opening Team & Assistant Venue Manager **Oct 2019 - Jul '20**

Key Achievements

- Selected by Directors to lead and open 4 Pines Welcome to Brunswick.

- Reviewed council planning and architectural documentation finding inconsistencies that became integral changes in the project management and opening of the venue.
- Key point of contact of partner stakeholders 4 Pines Brewery for strategic initiatives, direction.
- Researched, intervened and actioned a sustainable waste management system for both the 4 Pines Welcome to Brunswick customer and back of house operations.
- Represented the 'Welcome to group' at external events and sat as an advisor in meetings between Directors and stakeholders.

Key Responsibilities

- Upheld 'Welcome to' brand whilst problem solving customer requests and complaints.
- Forward planned across events and bar operations, anticipating market trends.
- People managed internally across junior staff, management and stakeholders.
- Hired, trained, managed and performance reviewed staff.
- Created and led daily- weekly run sheets, ensuring junior staff were completing tasks and exceeding expectations.
- Budgeting bar resources and reviewed product pricing.

Welcome to Bowen Hills - Brisbane

New Venue Opening Team & Food Truck Coordinator

Oct 2017 - Apr '18

6 month secondment role sent to Brisbane to recruit, train and open 'Welcome to Bowen Hills'. The 1st interstate location and 2nd venue of the Welcome to Group to run with the food truck and events framework of its Melbourne sister venue.

Key Achievements

- Pre open conducted multiple solo trips to Brisbane sourcing new traders and stakeholders.
- Managed large workload, overseeing Melbourne Events role whilst opening Brisbane site.

Key Responsibilities

- Building Food Truck Coordinator role and supporting it whilst in handover with new manager.
- Future planning, co-wrote a 12 month event calendar.
- Established relationships with Brisbane food traders to ensure longevity after handover.

Welcome to Thornbury

Events & Local Area Marketing Manager, Food Trucks Coordinator

Aug 2015 - Oct '19

Key Achievements

- Forecasted, organised and directed multiple 100k+ event days and weekends.
- Guided event stakeholders through implementation, during events and to review stages.
- Grew role to multiple positions to ensure long term stability.
- Networked, developing long term relationships with 100+ food stalls and vendors.
- Identified a gap in the Vegan market. Procured a small vegan business to meet demands and generate new revenue via a new audience whilst incurring zero financial loss. Ran a Business 2 Business analysis detailing partnership benefits, future planning events + marketing scope.
- Advocated a sustainable agenda, collaborating on a 'promise to the community' campaign.

Key Responsibilities

- Key account holder for over 100+ stall and food vendor partners.
- Negotiated and executed vendor rostering 3-6mths in advance. Platformed MVPs.

- Coordinated, invoiced, liaised with partners. Created and distributed assets when required.
- Future planned 12mth event calendar and marketing content, distributed for: invenue use; internal partners use in their own external marketing; external stakeholders; external online media outlets.
- Coordinated marketing from strategic planning and budget management, content creation and management, partner liaison, SM scheduling and engagement, customer satisfaction reporting.
- Stakeholder collaboration during end-to-end project management.
- Weekly led 20+ casual events team and often individually executed events from start to finish.
- Hired, trained, managed and performance reviewed staff. Issued MVP status to excelling staff.

The Inkerman Hotel - Balaclava

All-rounder Supervisor

Dec 2012 - May '15

Serving and negotiating with some of Balaclava's most eccentric individuals. Areas include floor service, bar service, cash handling, POS, hosting, bottle shop attending, cellar care and maintenance.

KERB 21 - Journal of Landscape Architecture

Co-Editor

Jan - Aug 2013

KERB Journal is an RMIT publication. Titled 'Uncharted Territories' the journal focused on how Landscape Architecture operates on the periphery, drawing resources from multiple external disciplines.

Key Achievements

- One of four chosen to co-edit and launch the 21st annual RMIT publication.
- The journal's success led to publication by Melbourne Books.
- Collected big time interviews with celebrities within the Arts & Landscape Architecture disciplines.

Key Responsibilities

- Reviewed, determined and edited submissions.
- Posed and conducted investigative questions responding to the topic.
- Coordinated content.

EDUCATION

2013 - 2014

Master of Landscape Architecture - RMIT, Melbourne

Jan - Jul 2011

Sustainable Urbanism - TU Berlin, Germany

2009 - 2011

Bachelor of Design, in Landscape Architecture - RMIT, Melbourne

2002 - 2008

VCE Completion - Mentone Girls' Secondary School

REFEREES

Available upon request