

WINNIE MANN

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HIGHLIGHTS OF QUALIFICATIONS

- Experienced in account management for corporate and special events
- 4+ years of production and event management experience with \$500k+ budgets
- 8+ years of sales, promotions and experiential marketing execution expertise
- Meticulous worker and quick learner; attentive to detail and meeting project deadlines
- Fluent in 3 languages

EMPLOYMENT HISTORY - CANADA:

Program Manager

Contract, Jul 2014 – Sep 2014

EventPro Strategies

- Responsible for managing the day to day client contact communications for EPS clients and executing nation-wide events across Canada
- Managing a team of program coordinators and recruiters to bring the client's vision to life at various experiential and marketing events
- Implement and develop the project plan (including the project schedule, resources needed at different phases of execution, key deadlines and measurement tactics); reverse engineer project plan deadlines based on execution dates, existing resources, and availability of support staff
- Work with the Director of Operations to determine support staff needs for billing and administrative duties
- Manage budget line items including staffing and execution costs
- Establish, maintain and enhance relationships with talent, as well as all internal team members and departments (sales, operations, accounting)

Social Media Coordinator

Contract, Mar 2014 – Jun 2014

Mon Sheong Foundation (non-profit)

- Responsible for the development and communications of Mon Sheong Foundation's social media platforms, engaging online community and increasing a brand presence
- Create, schedule and maintain content for Facebook, Twitter, Instagram, Weibo, and Youtube, and analysing trends. Keeping track and reporting engagement made in the community on a weekly basis
- Plan, coordinate and execute online marketing and social media campaigns and support the event team in the execution of fundraising events
- Work closely with the event manager to plan and coordinate event logistics and manage on-site crew and volunteers
- Assisting the marketing and communications manager in preparing and translation of documents for public relations and communications to mainstream media
- Document each event by photographing and filming the event. Script, direct and edit videos for marketing and communications department and various social media campaigns
- Assisted the sponsorship team in delivering exposure to the sponsor company's branding and visibility during promotion of the event and on event day via print and various online media

Brand Ambassador/Promotional Model

Contract, Sep 2013 - Current

SDI Marketing/Black Chalk Marketing/XMC/Tigris/EventPro Strategies/MatchMG/ RB Event Services

- Worked as Team Lead and Brand Ambassador for various experiential marketing campaigns and events

EMPLOYMENT HISTORY - AUSTRALIA:

Event and Marketing Consultant

Contract, Jan 2013 – Jun 2013

4D International

- Assisted the executive producer in coordinating some of Sydney's largest yearly outdoor concert events
- Using Hootsuite, created and managed marketing content for various social media platforms
- Drive ticket sales with creative marketing campaigns and promotions by working with sponsors, coordinated prizes/giveaway competitions to generate traffic to website and increase fans, followers and subscribers to maximise publicity of the event
- Liaised between sponsors, performers and production crews to ensure the smooth running of each event
- Coordinated travel and logistics of production, created a schedule/run-sheet for distribution to staff and monitored progress of production on-site
- Provided accounts and book keeping duties and maintained the day-to-day running of the office

Team Lead and Sales Associate

Contract, Nov 2012 – Jun 2013

AdStar Advertising and Marketing

- Achieved maximum sales profitability, growth and account penetration within an assigned territory and/or market segment by effectively selling the company's products and/or related services
- Personally contacted and secured new business accounts/customers in the beauty spa, nails and salon industry
- Lead and motivated a team of sales representative to achieve daily goals and weekly sales targets
- Managed the counter/booth at Hair/Makeup and Bridal Trade Shows and large conventions
- "Star of the Week" with top sales figures in the company 6 weeks in a row

Account Manager and Production Coordinator

Contract, Apr 2012-Oct 2012

Infinity Media and Communications/Sydney Audio Visual

- Account management and coordination of audio and visual equipment to deliver world-class events for the Big 4 banks and financial institutions of Australia
- Worked closely with the client and the hotel's functions and banquet managers to produce large scale internal and external corporate seminars, conferences, webinars, and roadshows for Australia-wide tours.
- Produced and directed high end corporate videos for clients such as Westpac, Macquarie Bank, UBS, BT Financial Group and interviewed Australia's most high profiled financial influencers
- Provided executive support to the managing director, including diary management, booking all travel, accommodation and logistic arrangements for nation-wide event tours
- Responsible for sourcing and booking external crew and contractors for various production requirements
- Acted as on-site liaison between clients and technical crew to ensure the smooth running of the production
- Drafted and signed contracts on behalf of the company to engaged third party contractors

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Event Planner and Marketing Coordinator

Contract, Feb 2011-Dec 2012

Mizuya Entertainment/Mizuya Group

- Sales, marketing, PR and event coordination for Mizuya Group's 6 restaurant and 4 entertainment venues in Sydney
- Organised cross promotion marketing campaigns with sponsors for all of the group's events; talent and singing competition, The Miss Sydney Chinese Pageant, stand-up comedy performances, international celebrity concerts and weekly nightclub events
- Created and scheduled content updates and management of social media outlets to maximise the awareness of each event and building relationships with users in the community
- Supported the project manager in sourcing and compilation of marketing collateral for each event
- Responsible for liaising with various media and print publishers to attend press conference, booking event venue and coordinating catering and managing set-up of the venue.
- Writing, translating and distributing PR materials for press conference and answering questions from media regarding the event

Owner/Event Organiser and Operations Manager

Aug 2011 – Dec 2012

Me2 Nightclub

- Hosted and managed the first ever Hennessy Artistry "The Global Art of Mixing" concert in Australia
- Managed a team of promoters and staff to run street teams and stunts to promote each event
- Coordinating and distributing marketing materials for weekly events on print and online media to maximise event awareness and attendance
- Network at various events and functions in Sydney to promote the Nightclub brand to prospective clients
- Managed guest list and coordinated group and VIP room bookings
- Managed sponsorship/partnership deals with reputable alcohol brands such as Hennessy V.S.O.P.
- Engaged an audience on social media with relevant post to increase fans, followers and subscribers
- Coordinated staff rosters and promo models, production crew and DJs for each event
- Responsible for on-site operational duties including; opening and closing of venue, monitoring of cashier and cash flow, distribution of staff wages as well as dealing with accidents and spontaneous incidents
- Attended weekly stakeholder meetings to plan future events and devise marketing strategies

Production Manager

Full Time, Dec 2008-Apr 2010

Ozcam Production

- Managed below the line budget of each project and assisted the line and executive producers with over-seeing the production of international television commercials with \$300K-\$500K+ budget per project
- Managed the entire production from start to finish including operations and attendance on all shoot days
- Built strong relationships with local crews and overseas agencies and production companies
- Responsible for research and providing solutions in pre-production preparations
- Arranged all travel and logistics and booked accommodation for local and overseas production crews
- Managed casting and sourced talent for each production
- Acted as 2nd/3rd Assistant Director on each set and bilingual translator between overseas crew and local crew
- Assisted the marketing manager in producing marketing collateral for Adfest and various film festivals
- Maintained database of all past projects and compilation of house showreel

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Various Retail and Hospitality Experience

Part-Time, 2003-2008

During Full Time Studies at UNSW

- **Gladesville RSL Bistro** – Restaurant Manager
- **Dundas Sports and Recreation Club** – Bar & Gaming Attendant
- **North Ryde RSL** – Bar and Gaming Attendant
- **Vodafone Australia** – Sales and Customer Service Representative
- **Marc Edwards Agency** – Brand Ambassador and Promotional Model
- **David Jones Department Store** – Gift Registry Customer Service Agent
- **The Gordon Club** – Bar and Gaming Attendant

EDUCATION

- **Mission Australia**, New Enterprise Incentive Scheme, Small Business Management (Certificate IV, 2012)
- **University of New South Wales**, B.A. Degree, Chinese Studies and Film Studies (Double Major, 2004-2007)

TECHNICAL/OTHER SKILLS

- Intermediate-Advanced level in Microsoft Office Applications (Word, Outlook, Excel, PowerPoint)
- Expert knowledge of Social Media Community management ; Twitter, Facebook, Weibo, LinkedIn, Pinterest, Youtube, Google+
- Native Fluency in English, Cantonese and Mandarin languages

REFERENCES

Elyse Boule – Chief Operating Officer

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Robert Junge-Torres – Account Manager

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