

NATASHA FERENCZY

• Events Marketing Officer •

ABOUT ME

Marketing and communications specialist with a background in large scale festivals. Experience in event operations and growing event attendance figures through targeted marketing plans.

EDUCATION

University of Southampton
BSc Physical Geography • 2016

EXPERIENCE

Sep Campaign for Real Ale (CAMRA)

2018 - Events Marketing Officer

present Lead the development and implementation of event marketing initiatives to deliver on attendee targets and raise the profile of CAMRA's events.

Key achievements:

- Increased advanced ticket sales for flagship event the Great British Beer Festival (GBBF) by 13% on previous year.
- Delivered a 3.6% increase in attendance at GBBF Winter; the highest ever.
- Increased events marketing email open rates (2% increase) and click through rates (5% increase) by introducing email A/B testing and targeted segmentation.
- Introduced social media content plan and boosted engagement across all social platforms (+1,000 followers in 8 months on GBBF Instagram).

Oct Campaign for Real Ale

2017- Events Assistant

- Sep 18**
- Delivered sponsorship target for a three-day member-only event of 1,000 people.
 - Created content and designed layout of events pages for CAMRA's new website.
 - Developed relationships with third parties to increase GBBF ticket sales.
 - Built relationships with breweries & contributed to highest ever brewery bar sales.

Sep Norfolk & Norwich Festival

2016- Communications Intern

- Jun 17**
- Increased Instagram following by 41% in 7 months by creating engaging content.
 - Executed targeted campaign, increasing the number of under 26s & low-income inhabitants of Norwich that attended festival events.
 - Increased advertising take up from external companies in printed Festival brochure by over 100% on previous year.

SKILLS

Google Suite	Email marketing
Microsoft Office	Adobe Design
Social media	SEO
WordPress	HTML5 & CSS3

INTERESTS

Quidditch	Live music
Bouldering	Street food
Running	Travel