



CONTACT



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KEY SKILLS

- Creative content design
- Customer research
- Copywriting
- Proofreading & editing
- Customer Service
- Tourism
- MailChimp
- WordPress
- Social Media Management
- Team Leadership
- Sales
- Systems management
- Event Management

EDUCATION

2019 - 2020 (Expected)

Certificate in UX Design

Career Foundry

2014 - 2016

**Bachelor of Creative Industries
(Entertainment Industries)**

Awarded with Distinction

Queensland University of Technology

Brisbane, Australia

RHIANNON COOPER

PROFESSIONAL SUMMARY

- Over 5 years of experience in the marketing industry, working across a number of sectors.
- Proven record in successfully coordinating and managing multiple marketing campaigns and events simultaneously.
- Sharp attention to detail and highly skilled copywriter.
- Dual Citizenship, Australia & UK

PROFESSIONAL EXPERIENCE

Marketing Executive

Nov 2019

Lifetime Training // Bristol, UK

- Sep 2019

- Developing, implementing and reporting on marketing strategies to attract and retain apprentices to the Greene King Pub Company apprenticeship programme.
- Coordinating the launch of the dedicated Greene King account team in January 2020.
- Creating and managing social media campaigns for both internal Greene King platforms and external Lifetime Training platforms.

Marketing Coordinator (Events & Tourism)

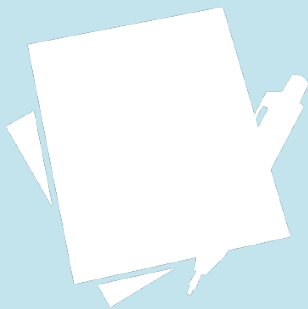
Feb 2017

Krista Hauritz Tourism & Events // QLD, Australia

- Nov 2019

Freelance Contracts

- Establishing e-newsletter and social media campaigns for small to medium size festivals and events across Queensland, using customer data to drive ticket sales.
- Conducting customer research to establish customer demographics and markets to promote tourism and travel to remote festivals and events.
- Managing working relationships with various contractors including web developers, filmmakers and event staff.
- Coordinating marketing schedules, budgets and deliverables.
- Drafting, editing and distributing Media Releases, E-Newsletters and Editorials.
- Compiling monthly reports for festival clients on marketing deliverables, social media interaction and Media PR.
- Managing social media accounts and creating content for various platforms, including Facebook and Instagram.
- Copywriting for festival websites and blogs. Editing and updating web copy via WordPress.
- Designing and editing templates for E-Newsletters and Media Releases via MailChimp.
- Drafting briefs for development of creative advertising content including festival programs, posters, flyers and misc promotional materials.



PERSONAL ATTRIBUTES

- Positive and enthusiastic
- Excellent communication
- Proactive
- Team player
- Calm under pressure
- Attentive to detail

PERSONAL INTERESTS

- Travel
- Arts & Theatre
- Music
- Photography & Design

REFERENCES

Paul Jenkins

Lifetime Training

☎ 07880 387 445

✉ paul.jenkins@lifetimetraining.co.uk

Krista Hauritz

Krista Hauritz Tourism & Events

☎ 00 61 421 148 098

✉ krista@kristahauritz.com.au

Sarah Ballinger

Swoon Gelato

☎ 07728 779 128

✉ sarah@swoononaspoon.co.uk

RHIANNON COOPER

PROFESSIONAL EXPERIENCE

Events Coordinator

May 2019

Swoon Gelato // Bristol, UK

- Nov 2019

- Managing event sales, promotion and coordination.
- Liaising with clients, venues and other third parties.
- Developing relationships with venues to establish the business as a preferred supplier.
- Handling events related accounts (invoicing).
- Assisting in coordinating wider business scheduling for marketing and events promotion and preparation.
- Managing all on-the-day event activities from preparation through to pack down and overseeing event staff.
- Taking sales enquiries, liaising with clients, supplier and venues.

Event Design Assistant, Office & Account Manager

2018

Bespoke Events London // London, UK

-2019

- Drafting venue proposals, event design proposals and entertainment proposals for clients, venues and design managers.
- Copywriting for the Bespoke Events London "Weddings by Bespoke" blog.
- Managing office accounts including daily reconciliation, auditing, invoicing and payments.

EFL (English as a Foreign Language) Teacher

2018

Victoria Education Company // Hanoi, Vietnam

- Creating and implementing lessons in English for primary and secondary aged children in public schools.

Travel Consultant

2017

Flight Centre Travel Group // Brisbane, Australia

- Converting travel enquiries into tailored holiday packages.
- Liaising with customers and travel wholesalers.
- Managing accounts, invoicing and payments to wholesalers.
- Quick trouble shooting and problem solving.

Festival Operations Coordinator

2016

Woodford Folk Festival // Woodford, Australia

- Managing festival operations throughout duration of festival.
- Managing volunteers within the operations team, scheduling and coordinating rosters.

Events Coordinator

2016

Heart of Gold International Short Film Festival // Gympie, Australia

- Coordinating festival special event logistics and bookings including talent, contractors and equipment.
- Overseeing and managing event interns.