

Project Manager

CAREER EXPERIENCE

Project Manager | B Capital (London office and remote) | **Aug 2019 - Present**

To lead and produce content creation for web design, social media, video news stories, presentations, and print material in collaboration with in-house team. Brainstorm ideas, research and create campaign pitches with the Marketing Strategy Consultant to meet business objectives. Monitor project developments while maintaining high creative standards to ensure all campaigns are delivered in a timely and efficient manner, within allocated budget. London office administrative back-up, to plan B Capital client, team events and conferences.

Groom / Event Assistant | Ham Polo Club (London) | **Mar 2021 - Sep 2022**

Responsible for the well-being and training of 8 polo ponies / supported the Event Team with special events.

Lifestyle Assistant | Jacopo Moretti DL Partners (London) | **Dec 2018 - Dec 2019**

Managed personal diary and organised schedule, including travel arrangements for an investment trader.

Executive Assistant | Markham Rae (London) | **Feb 2015 - Jun 2018**

Diary management for CEO and CIO including travel arrangements for a team of 30. Prepared financial audit with Operations team, responsible for the invoice and payment process. Managed creative direction with company rebrand, visually communicated the mission, vision and brand values in all marketing materials and presentations. Organised tailored events and prospect seminars for the investment consultant community. Key support to the Sales Team, assisted with the marketing strategy which raised \$600m for a Discretionary Macro Fund and \$0.5 billion for a closed end Trade Finance.

Freelance: Market Research | L'Oréal (London) | **Mar 2014 - Sep 2014**

Market Research for Essie: collated information for Salesforce, identified and reported back trends for market planning.

Event Support Manager | British Fashion Council (London / Paris) | **Sep 2012 - Feb 2016**

Set-up and managed the 'Photographers Space', supported the UK and International Photographers which facilitated their press coverage for London Fashion Week / Men's (LFW) catwalk, exhibition, and street style. Supported BFC team for event set up and tear down for London Showrooms at Paris Fashion Week. Teamed with visual merchandising to present new designer collections and dressed models for catwalk show. Welcomed the press on arrival and engaged with buyers to promote emerging designers.

Project Manager | Lorne Baring (Geneva) | **Nov 2012 - Jan 2014**

Supported Director with portfolio of homes, project managed creative design and logistics for French farmhouse renovation from concept to completion. Back-up to Event Team at Oxfordshire family home with PR and sales. Responsible for Ibiza holiday sales and created a travel brochure to attract and expand client base.

Marketing Manager | Haras de Miémart - Horse Racing (South of France) | **Aug 2011 - Sep 2012**

Managed the budget and horse sales as part of a team, created advert with online publicity which developed client base and supported the team for 'Cheval Passion' Avignon horse show and exhibition.

Marketing & Events Coordinator | Geneva Polo Club | **Nov 2009 - Apr 2011**

Created website, developed strategy for club objectives and organised with in-house team, club events and bespoke client parties, collaborated with Swiss Red Cross for organisation of Maharaja Polo Cup, which raised funds for Rajmata Krishna Kumari Girls' Public School in Jodhpur. Liaised with art agencies for creation of film, brochures, invites and produced written text, managed creative elements for club merchandise from concept to final product. Supervised site visits for potential clients, sponsors, and VIP guests.

Creative Development Coordinator | Twentieth Century Fox (London) | **Feb 2008 - Jun 2009**

Created mood boards for theatrical and home entertainment campaigns, briefed external art agencies for digital, online and print material including packaging, promotional tie-ins, in store point of sale, bespoke TV spots and outdoor digital in line with marketing strategy. Tracked creative process and led weekly status report team meetings, built relationships with Sales, Retail Marketing and Pre-Production ensured seamless campaign deliveries. Creative management for Pathé theatrical UK campaign releases. Created a monthly review for retrospective analysis of campaigns with onward communication to other territories for new creative initiatives.

Sponsorship Assistant | British Fashion Council : London Fashion Week | **Jun 2006 - Feb 2008**

Contributed to the creation of sponsorship material for LFW and assisted with meetings. Accompanied VIP guests and sponsors through exhibition and seated at catwalk shows. Nurtured partner and sponsor relationships which developed their commercial objectives and assisted with post-event media reports for sponsorship ROI.

VOLUNTEER

British Polo Day: event management at Black Bears Club for charity fundraiser.

2018 - 2018

QUALIFICATIONS

B School	Marketing & Management Online Course	2018 - 2018
Fashion Journalism BA Hons (2:2)	University Creative Arts Epsom	2004 - 2007
Art & Design Foundation	London College of Fashion	2003 - 2004