**GEORGE MARSHALL**

**Event Manager, London, United Kingdom**

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# **SUMMARY** A Chartered Institute of Marketing accredited event professional with five years’ experience creating, developing, implementing and overseeing a variety of large scale commercial and private events globally. A creative and hardworking individual with a passion for all events.

# **EXPERIENCE Datacenter Dynamics - Freelance Event Manager**

*August 2018 - May 2019 (10 months) London, UK*

Managed the logistical and operational planning of large-scale and complex conferences in Dallas, London, Istanbul and New York. Bringing together teams and companies from around the world to work on projects simultaneously. Each conference had 20-70 sponsors, between 300-2000 delegates and several content areas, brunches, lunches, private dinners and VIP drinks receptions, hosted round tables and 1 to 1 meetings.

## **Metal Bulletin - Freelance Event Manager**

*May 2018 - June 2018 (2 months) London, UK*

Joined the Metal Bulletin team for a company rebranding project with an ‘apple style’ launch event. This complex event involved creating a main event in London that was live streamed to smaller events in Boston and Shanghai as well as offices throughout the world to inform employees about the transformation and to excite them about the changes in the company.

## **Euromoney Institutional Investor – Freelance Event Manager**

*April 2018 - May 2018 (2 months) London, UK*

Joined Euromoney PLC as a freelance event manager and created a two-day marketing summit, bringing together marketers from across the world to meet each other and get inspired with content from speakers throughout the industry.

## **Energy Live News - Operations Executive**

*May 2014 - March 2018 (3 years 11 months) London, UK*

## **Awards**

## Organiser of *The Energy Live Consultancy Awards (TELCA)* which won ‘Best New Awards Event’ at the *‘Awards Awards 2017’*. Played an integral part of developing and growing the event from 350 to 550+ Energy Professionals and overseeing all aspects, from creating the website to organising the 400 entries. Also booked the venues and hotel rooms, oversaw catering arrangements, booked world class acts, created table plans and designed the venue branding for sponsors.

## **Conferences**

## Lead organiser of several conferences throughout the UK including Energy Live Expo – an industry leading conference in central London. This involved complex organisation and several months working closely with key stakeholders and sponsors such as British Gas, npower, SSE and 10-15 smaller sponsors. My responsibilities included organising 5 content areas, 20+ seminars and 25+ high profile speakers such as Members of Parliament and celebrities. Also lead in the production of the event and got the venue and separate production team to collaborate to save money on lighting, the stage and backdrop as well as AV and cameras.

## **Operational**

## Responsible for the smooth running of all aspects of the office, including website management, advertising and live online broadcasting using OBS software. Extensive knowledge of all Microsoft applications as well as some experience with adobe products such as InDesign and Photoshop.

## **Adidas - Sales**

*January 2009 - August 2012 (3 years 8 months)*

# **SKILLS •** Development, production and delivery of projects from proposal to delivery.

**•** Delivering events on time, within budget, that meet expectations.

**•** Setting, communicating and maintaining timelines and priorities on every project

**•** Communicating, maintaining and developing client relationships

**•** Managing supplier relationships

**•** Managing operational and administrative functions to ensure specific projects are delivered efficiently

**•** Leadership, motivation, direction and support and delegation to a team

**•** Travelling to on-site inspections and project managing events

**•** Being responsible for all projects from start to finish.

**•** Ensuring excellent customer service and quality delivery

# **EDUCATION Kings College 2017**

*– The Event Academy*

CIM accredited Event Management for Marketing and Communications - Includes event management, project management, marketing and budgeting skills. Excelled at live project development, creative solutions, planning logistics and cost concepts to achieve the objectives and goals, before presenting ideas to the managers and lecturers.

## **City of Westminster College 2014 - 2015**

*– Diversity in Visual Arts Apprenticeship*

Advanced Level NVQ in Business and Administration - includes Planning, Organisation and Co-ordination of events.

## **Colchester Sixth Form College 2009 - 2011**

3 A levels

**Tabor Science College 2004 - 2009**

10 GCSEs level A-C (including English and Mathematics)

**Other**

Level 2 Edexcel Functional Skills Qualification in ICT