**Eddie Williams**

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(Willing to re-locate)

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**Profile:**

I am currently a Sheffield Hallam University student in my second year studying for BA (Honours) in Festival and Entertainment Management. I already have work experience within the festival and events industry, and I am keen to add to this experience wherever possible.

**Education:**

**Sheffield Hallam University, 2022 – current**, BA (Hons) Festival and Entertainment Management – 2:1 expected grade.

Modules including Event law and risk management (62%); Marketing communications (55%); Destination entertainment (52%); Academic and professional skills (55%); Festival and entertainment marketing (58%); The Eventscape (62%).

Major project topic: “Produce a marketing campaign report for an immersive entertainment experience”.

* Strategic Marketing Planner: Crafted a three-month immersive event marketing strategy for Secret Cinema, integrating strategic thinking and competitive analysis.
* Digital Marketing Specialist: Executed impactful email and social media campaigns to boost brand visibility, engage audiences, and generate anticipation for the event.
* Analytical & Adaptive Marketer: Applied research and data analysis for SMART goal setting, actively monitored and adapted campaigns based on audience feedback.

**Poynton High School - Six Form, 2017 – 2022**

Media Studies - A-level – Grade B

Business Studies – B-Tec – Distinction

Sports Studies – B-Tec – Merit

10 GCSE’s grade 4-6, including maths and English.

**Work experience:**

**Festival and event assistant, ISG live, Remote, May 2023 – September 2023**

* Worked at 5 different festivals throughout the summer of 2023 and various different events throughout the country.
* This included working onsite for over two weeks per festival helping to erect festival infrastructure such as stores and staff camp sites for Co-op.
* Managing the onsite logistics and various other roles for Co-op during the festival and then the deconstruction and packing away post event.
* Dealing with the artists/DJs/reps requests to ensure everything ran smoothly
* Attending private & corporate events to help with setup, running the event & deconstruction post event.

**Event Coordinator, Wildfire Agency, Shefield, December 2022 – current**

* Working across the country to put on a variety of different events ranging from casino nights to corporate events with well-established companies.
* Ensure the event is set up in time prior to the clients arriving, ensure the event runs smoothly, make sure everything is packed away in time as there is a quick turnaround period for the next event taking place.

**Warehouse coordinator, ISG live, Manchester, May 2023 – September 2023**

* Coordinating warehouse operation
* Ensure everything is packed ready for the next festival, quick turnaround period.
* Be on standby for any orders that need sending out /being returned.

**Bar/promotion/ticketing work, Remote, September 2022 – current**

* Hand out flyers/leaflets to the public offering promotional offers
* Working behind a bar serving customers
* Engage with customers in a friendly approachable fashion
* Scan customer tickets upon entry, answer any questions they may have.

**Construction labourer, Iproject, Manchester, June 2020 – September 2022**

* Worked as labourer on a building site doing various different projects for the summers of 2020 - 2022.

**Qualified Level 1 Football Referee, Cheshire FA, Manchester FA, August 2018 – September 2022**

Refereed 2-4 matches per week for age ranges of 6-16

**Key skills:**

**Event Management**: Demonstrated ability to coordinate and manage various aspects of events and festivals from setup to execution and post-event activities.

**Logistics & Coordination**: Experience in on-site logistics management, coordinating infrastructure setup, and managing the efficient running of events.

**Teamwork:** Developed strong teamwork skills through roles like festival and event assistant and construction labourer, contributing to successful outcomes in diverse projects.

**Customer Service:** Proven ability to engage with the public in various roles, including promotional work, ticket scanning, and managing customer queries at events.

**Warehouse Operations:** Experience coordinating warehouse operations, ensuring efficient packing and readiness for events with a quick turnaround period.

**Time Management:** Demonstrated time management skills through handling multiple responsibilities simultaneously, including refereeing multiple football matches weekly.

**Communication Skills:** Strong communication skills gained through roles such as a qualified football referee, requiring effective communication with players, coaches, and spectators.

**Physical Stamina:** Proven ability to cope with physically demanding work in roles such as a construction labourer, indicating resilience and physical stamina.

**References available on request**