

# MARIACHIARA PALADINO



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## ABOUT ME

I am an enthusiastic, hardworking and creative individual with strong organizational and prioritisation skills.

With over 7 years of experience working in the event industry, I have developed the ability to work well in fast-paced environments and collected a vast array of transferable skills that would be an asset to any team.

## LANGUAGES

 Italian: native speaker  
 English: fluent

## EXPERIENCE

### VIP NATION

**Tour Rep & Event Assistant** / Apr 2017 – Jan 2019, Sept 2022 - Present  
*blink-182, The Weeknd, Niall Horan, Guns N' Roses, Machine Gun Kelly, Sting, Bruno Mars, Depeche Mode, Beyoncé, U2, Download, Wireless, Latitude, Wilderness & more:*

- Advancing the VIP logistics with each venue contact, manage the budget and booking staff for each show
- Liaising with Tour and Local Security on show day to define the final operational details and ensure all parties are on the same page
- Being a VIP Nation representative on the tour, ensuring the VIP Packages go according to plan and keeping track of the VIP merch stock
- Overseeing the smooth running of the registration process and crowd management
- Assisting the Event Manager with delivering the VIP Packages on London based shows and UK Festivals and manage the guest check-in process

### MOON EYE PRODUCTIONS

**Production Coordinator** / Nov 2022 – Apr 2023

*BBC Earth Experience:*

- Reporting to the General Manager to ensure that all decisions are in line with the overall vision for the project
- Researching and selecting suitable software solutions for event operations.
- Leading on sourcing and ordering event equipment and furniture for the venue and managing the procurement process for key production suppliers
- Working with our sustainability consultants to ensure that all equipment is sustainably sourced.
- Supporting the general manager in forecasting and budgeting, raising purchase orders and monitoring spend.
- Working with the Production team to ensure all elements of the production work together and are effectively communicated.

### U-LIVE

**Manager, Ticketing** / Jan 2022 – Sept 2022

**Junior Manager, Ticketing & Customer Service** / Dec 2019 – Dec 2021

**Intern, Ticketing & Customer Service** / Jan 2019 – Dec 2019

*KITE, Nocturne Live, Love Supreme Festival, The Long Road, Sundown Festival:*

- Producing Ticketing Plans specific to each event (ticket types, prices, upsells, information, restrictions, fulfilment) and managing them from inception through to delivery
- Developing ticket price strategies to maximise yield and managing allocations across all Ticket Agents
- Co-ordinating marketing plans with Ticket Agents to promote events and announcements
- Reporting ticket sales, analyzing trends and producing sales forecasts
- Coordinating guest lists, local community ticket application and direct sales

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## SKILLS

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- Highly organized
- Deadline focused
- Teamwork
- Problem solving
- Multitasking
- Communication
- Attention to detail
- MS Office
- Social Media

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## LICENSES & TRAINING

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- Full driving license
- First Aid Training (2021)
- NCRQ – Level 3 Award Safety for Managers (2020)

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## REFERENCES

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Available upon request

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- Producing and ordering customer and staff accreditation for each event, organizing secure deliveries and managing allocations on site.
- Advancing specs for entry gates and box office for each event and managing these areas on site
- Developing and managing the application processes for guests with accessible needs
- Managing the customer service inboxes across all events

### **ENTEETAINMENT (BBC 6 MUSIC FESTIVAL 2020)**

### **JULIETTE BACKSTAGE (READING 2018 & 2019)**

### **STANDON CALLING 2016, 2017, 2018**

### **ORANGE WARSAW FESTIVAL '15**

### **Artist Liaison / 2015-2020**

- Welcome artists on their arrival and liaise with management to help with any issue or needs
- Ensure load in and set times were respected for the smooth running of the stage line up
- Working closely with the Riders Manager to get the riders ready and prepare the artists' dressing room as agreed.

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## EDUCATION

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### **MAJOR EVENT MANAGEMENT (SHORT COURSE) / APR – JUN 2016**

City University of London

Strategic Planning and Evaluation | Marketing | Logistics and Project Management | H&S | Event Design | Finance

### **BACHELOR DEGREE IN LINGUISTIC AND CULTURAL MEDIATION / JAN 2016**

University of Studies of Naples "l'Orientale"

English Language | Russian Language | Cultural Studies and Media  
Final Mark: 105/110

### **ERASMUS+ STUDIO / FEB – JUN 2015**

Uniwersytet Warszawski

Cross-cultural Communication | Polish Language

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