

Yolanda Iseley

EVENT PRODUCER AND PROJECT MANAGER

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CAREER PROFILE

I am an enthusiastic and outgoing Event and Project Manager, experienced in live and virtual events. I'm confident creating project plans, budgeting, scheduling, arranging logistics, and creating briefing documentation. I particularly enjoy using digital tools to improve processes and streamline workflows, and have set up systems for entertainment advancing, hiring crew, and volunteer management. On the ground I lead by example, maintaining a positive attitude, and getting stuck into whatever needs doing to make the event a success. I'm currently available for short-term freelance projects February - April 2024 and open to discussing opportunities from September 2024.

PROFESSIONAL SKILLS

Event Management | Project Management | Contractor Management | Inventory & Supplies Management | Stakeholder Management | Staff Training & Team Supervision | Scheduling | Financial Management | Creating & Maintaining Databases

SOFT SKILLS

Excellent Verbal & Written Communication | Adaptable | Flexible | Reliable | Efficient Time & Deadline Management | Skilled at Conflict Resolution & Problem-Solving | Self-Organised & Proficient at Creating Efficient Workflows

TOOLS I LIKE TO USE

Adobe Photoshop and Premiere | Airtable | Asana | Canva | ClickUp | Google Suite | Slack | Zoom

EDUCATION

First Class BA, Honours, Media Practice University of the West of England | 2009

CERTIFICATIONS

Digital Business Management DBM Bootcamp | 2023

Agile Project Management LinkedIn Learning | 2023

Email Marketing Hubspot Academy | 2023

RELEVANT EXPERIENCE

Area Organiser, Glasto Latino

Glastonbury Festival | May 2016 - present

- Continued the family legacy of running the Latino area for Glastonbury
- Improved organisation, using Asana and Airtable for project and crew management
- Increased production value without increasing budget
- Each year - specified all infrastructure requirements, created build schedules, and risk assessments
- Developed good working relationship with all crew, contractors, site, and other AOs so that we are working together to ensure a successful event
- Monitored and managed ongoing accounting, created predicted budgets and ensured we kept within it
- Incrementally improved the event year-on-year through detailed note-taking during the event, clear feedback, and creative ideas.

Event and Project Manager

Freelance | December 2019 - present

- **March - September 2024** Production Office Manager for **Boomtown Festival**. Responsible for the tickets and meal allocations, contracts and finances for 1,500 contractors and freelancers, and triaging issues with our teams, working with security, site, and medical to get them the support they need.
- **November - December 2023** Managed **Santa's Grotto** for John Lewis, ensuring the event ran on time and customers had an enjoyable experience
- **September- October 2023** Sourced venue and promoted event for **"Marketing for Hippies"** Bristol workshop
- **August - September 2023** Produced 3 festivals in 3 weeks for **Camp Kindling and Camp Wildfire**. Stepped into the role of Production Manager last-minute. Created and implemented processes for accreditation, event control, and incident reporting. Oversaw and briefed site crew, production crew, and stewards, assigned tasks and problem-solved issues
- **July 2022 and 2023** Part of the artist team at **Womad**, greeting artists as they arrived, answering questions, and arranging internal transport
- **July 2023** Facilitated in-person **team-building** exercises for 170 delegates from **Thames Water Digital**
- **September 2022** Managed a national **promotional campaign for Brewdog**, resulting in increased brand awareness and engagement across the country. Coordinated and executed a mobile promotional stand, providing clear and concise instruction to riggers on the setup and packdown of the stand, and collaborated with a team member to offer free samples and promote a competition.
- **February 2021 - December 2023** Produced **live-online training** for clients including **Amazon, and UBS**
- **December 2019 - November 2020** Orchestrated the production of live content for a 10-day, 24-hour **online conference, The Embodiment Conference**, attracting 500,000 participants. Role involved sourcing and managing speakers, scheduling sessions, negotiating contracts, advising on content, arranging affiliate resources, and curating learning for participants.

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OTHER RELEVANT EXPERIENCE

Virtual Assistant and Video Editor

Wellbeing Digital | Jan 2021 – present

2024 Edited videos for the Veterans Meditation Retreat in New Mexico

2023 Created online meditation course for Deep Inner Smile

2021 - present Set up email marketing for Life Transition Meditation Centre and the Veterans Meditation Retreat, proofread and edited email copy, advised on structure, and managed their email database

Project Manager

Embodiment Unlimited | Jan 2021 – Feb 2022

- Remotely managed a global, cross-functional team of designers, developers, and copywriters, producing a new e-learning course and associated marketing campaign every 6-8 weeks.
- Oversaw end-to-end project management, including project briefs, resource allocation, product development, and timelines.
- Led the development team to create courses and all related marketing materials, including sales pages, launch events, email, and social media campaigns.
- Produced all the in-house video content, setting up shoots, hiring crew, and booking locations, in the UK and abroad.

Business Owner

StrayCats Guesthouse, Cambodia | March 2016 - April 2019

- Established and successfully managed a guesthouse, bar, and live music venue, turning an unprofitable venue into a successful business by hosting and promoting weekly live music nights and improving the food and drinks offered.
- Implemented and managed comprehensive financial accounts, accurately tracking all income and expenses and utilizing financial data analysis to make informed business decisions.
- Successfully recruited, trained, and scheduled staff members, increasing quality of customer service and staff retention.
- Designed engaging menus and promotional materials, skillfully marketing the venue to attract new customers.

Events Director

Otres Village Festival, Flowmads | Cambodia | October 2015 - March 2017

- Successfully planned and executed a week-long festival in 2016 and 10-day village-wide festival in 2017
- Secured venues and scheduled workshops.
- Developed, designed and distributed a comprehensive map of local businesses and an event schedule, resulting in increased tourism to the area and local establishments.
- Collaborated with local business owners to secure funding for the festival, managing all expenses and adhering to a strict budget.

Production Co-ordinator

Various | February 2008 - June 2015

- Produced and edited all photo and video content for **healthcare e-learning** courses
- Researched, and sourced locations and characters, to feature in an internal documentary for **Serco**. Arranged logistics and assisted **filming in Australia, Dubai, USA and UK**
- Assisted with casting, research, PR and Marketing for **Extreme Makeover: Home Edition**
- Researched the development of new shows, helped co-ordinate shoots and completed post-production paperwork for **Icon Films**