

PERSONAL BACKGROUND

A highly organised, client focused and creative Freelance Events Professional with extensive experience in planning both physical and virtual complex corporate and consumer physical events within challenging and fast paced environments.

360 event knowledge from implementation though to completion, covering creative, logistical, technical, operational and production procedures.

A diverse and refined skill set in events and project management, operations, music, marketing, production, sales, and a background in AV.

Proven ability in consistently managing multiple elaborate projects within tight deadlines whilst maintaining meticulous attention to detail.

Known for personable nature, with exceptional communication skills and building strong and lasting professional relationships and partnerships with clients and stakeholders.

Experience in business development and growing new companies into process driven, profitable and customer focused businesses.

KERRIE HANAFIN

FREELANCE EVENTS PROFESSIONAL

EVENT MANAGEMENT | FESTIVALS | HYBRID & VIRTUAL EVENTS

FREELANCE

Senior Event Manager

8 Northumberland Avenue, Hamilton Boyd Group | July 2022 - December 2022 (Contract)

Returned to a previous senior role with 8 Northumberland Avenue planning and delivering complex and high profile corporate events of up to 1,000 guests within a creative and forward thinking central London venue, to assist in a busy period of growth. Managed the company's largest ever event. Trained and line managed new team members to help deliver events and operations to a high level of service.

Festival Promoter Liaison (VIP Groups & Merchandising Manager)

Standon Calling Festival | July 2022 (Freelance)

Managing the advancing, on-site requirements and post-festival reporting for both a large VIP group with private campsite, and managing the artist merchandise acquisition and stand across the long weekend. Working closely with the festival promoter team, site team and other freelancers, as well as line managing members of staff.

KEY SKILLS

- Events and Project Management
- Account Management and Customer service
- Digital Marketing and design
- Planning and implementing new processes
- Project budgeting and Financial reporting
- Health and Safety regulations and reporting
- Five star client service
- Highly adaptable with the ability to learn new skills and systems quickly
- Dedicated team player
- Communication and Client Relations
- Logistical and Creative Thinking
- Analytical problem solving
- Sales and Budgeting
- Negotiation
- Audio Visual Production
- Very high proficiency with Windows and Mac operating systems.
- High skill set in software including MS Office, G Suite, Salesforce, EventWorks, Wix, Hopin, Streamyard, Weezpay (Weezevent), Social Tables, Trello, Canva, Wordpress, Logic Pro, iMovie and Lightroom.

GET IN TOUCH WITH ME

Kerrie Hanafin
07714 652562
London, SE10 0NW
kerriehanafin@gmail.com
www.linkedin.com/in/kerriehanafin/

WORK EXPERIENCE

Virtual and Hybrid Event Producer

Curate42, Hamilton Boyd Group | Oct 2020 - July 2022

Responsible for all aspects of the new Virtual and Hybrid Event department, quoting, planning and delivering complex large scale branded virtual corporate events to a worldwide audience, across multiple industries.

Key Achievements

- Spearheading the successful creation of a new virtual events department.
- Transitioning from physical events to virtual seamlessly, whilst adapting and learning new software and technologies in a short timeframe in a rapidly developing industry.
- Managing very successful worldwide events including Space Defence, Global Air Chiefs Conference alongside the MOD and RAF, and events for Westminster City Council, working alongside very high level ministers and MPs.

Responsibilities

- Full virtual and hybrid event management from inception through to delivery, as the consultant to guide and strategise with clients on best practices and options based on their brief to achieve their goals in a new emerging digital sector for events.
- Project managing each event with weekly meetings and providing clients with detailed updates and reports.
- Bespoke design and implementation of mini website platforms used for hosting live streams.
- Finding creative new technology and products to enhance events based on clients requirements, such as audio/video spatial rooms for networking.
- Sourcing, briefing and managing external suppliers (AV, ticketing, virtual platforms, freelance technicians, designers) to pre-determined deadlines. Collation of assets for upload, scheduling onboarding, preparing speaker briefs, communications with high level speakers, shareholders and sponsors, generating sponsor ROI packs, collating and exporting post event data, raising invoices.
- Generating budgets and quotes, and updating internal budgets to ensure profit margins are in line with KPIs
- Awareness and implementation of localised web security functions such as GDPR and data protection.

KERRIE HANAFIN

FREELANCE EVENTS PROFESSIONAL

EVENT MANAGEMENT | FESTIVALS | HYBRID & VIRTUAL EVENTS

EDUCATION

Birmingham City University (2012)
Bachelor of Science in Sound Engineering and Production

North Hertfordshire College (2008)
A Levels - Communications, Music Technology, Film Studies, Sociology

Sir Henry Floyd Grammar School (2006)
10 GCSE's - All A* - C

TRAINING & QUALIFICATIONS

COMPLETED

- First Aid - Emergency First Aid at Work
- Fire Safety Awareness, Fire Marshal, Working at Height (inc ladders), Manual Handling, Slips and trips
- COSHH (Hospitality Industry)
- Food Safety - Level 2
- Clear Enhanced DBS Certificate

IN PROGRESS

- IOSH Managing Safely - Level 2
- Personal Licence Award - Level 2

FUTURE TRAINING

- NEBOSH General Certificate - Level 3
- AutoCAD
- Driving Licence - Provisional and currently learning

HOBBIES & INTERESTS

I have a strong passion for music, and I spend a lot of my free time attending shows and festivals across the UK and Europe.

During lockdown and furlough, I helped a family member start a successful e-commerce business. Currently in my spare time I continue to assist by designing and maintaining the website, planning ads and budgets, reporting and analytics, and marketing including posting on social media to increase traffic.

I also enjoy photography, travelling and gaming.

GET IN TOUCH WITH ME

Kerrie Hanafin
07714 652562
London, SE10 0NW
kerriehanafin@gmail.com
www.linkedin.com/in/kerriehanafin/

WORK EXPERIENCE

Senior Event Manager

8 Northumberland Avenue, Hamilton Boyd Group | May 2017 - Oct 2020

Responsible for planning and delivering complex corporate events of up to 1,000 guests within a creative and forward thinking central London venue. Events included Award Ceremonies, Dinners, Experiential, Conferences, Fashion shows, Filming and Weddings.

Key Achievements

- Managing a successful and varied event portfolio of £1.6m each year, with budgets of up to £200,000 per event.
- Managed the largest and most complex event in the company's history with 100% positive feedback across all markers.
- Spearheading client management and 5* projects by building and maintaining strong relationships and increasing event repeat rate to 40% YOY return, exceeding client expectations, and providing exceptional service and execution.

Responsibilities

- Full event management by supporting clients from contract to completion, to plan and book registration, ticketing, operations, catering, production, look and feel, guest flow, logistics, H&S, marketing, décor, staffing, entertainment, talent and all external suppliers.
- Co-management of Event Coordinator and Event Assistant
- On site event management as the point of contact between the clients and various internal venue teams.
- Creative event design to support clients brief and finding 'out of the box' solutions to the seemingly impossible, such as bespoke menus, event enhancing 3D and VR technology.
- Working closely with Directors, COO and department heads to frequently report updates to finance, operations, staffing, clients and process.
- Implementing and managing client engagement and relation strategies. Reporting to directors on service feedback and suggesting improvements and new strategies.
- Implementing processes and procedures to boost productivity and client service.
- Administration including raising invoices, checking payments, updating budgets and P&L reports for each event.
- Health and Safety provisions including including RAMS, PLI, PAT certs, and TEN's.

Event Manager

Brooklyn Bowl, The O2 | 2014 - 2017

Responsible for the planning and delivery of large corporate and consumer events of up to 1,200 guests within a new and multi faceted live music venue. Events include Exclusive Parties, Live music, Brand events, Conferences and Filming. Clients include AEG, Facebook, Bauer Media, MasterCard for The Brits, Coca Cola, Red Bull, WWE and Barclays.

Achievements and Responsibilities

- Planned and managed over 400 successful events with budgets of up to £90,000
- Built the Events Department from the ground up by designing and implementing new Processes, Templates, and Function Sheets, Event Brochures, Packages and Menus to be competitive within the market and to boost sales.
- Exceeded all Sales targets, and increased sales revenue by 117% between 2014 and 2016.
- Planned registration, ticketing, catering, production, logistics, H&S, marketing, décor, staffing, entertainment, talent, and external suppliers, and was point of contact on site.

Events Intern, Bauer Media, London (2013)

Assisted on multiple events with the guest list, dietary requirements, checking payments for 600 attendees, booking couriers and private cars. Assisted on site and monitored AV.

Festival Production Co-ordinator, Oxjam Festival, Birmingham (2013)

Responsible for all technical and logistical specifications of 50 artists across 6 venues, and supervised and coordinated 15 volunteers. Generated £12,500 for Oxfam.

Festival Venue Officer, Artsfest, Birmingham (2012)

Sales Assistant, HMV, Birmingham (2009 - 2012)