

ISOBEL LLOYD

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I am currently in my second year of BA(Hons) Events Management at the UK Centre for Events Management based at Leeds Beckett University. I have worked in hospitality since I was sixteen years old and have a passion for events, marketing and hospitality. Throughout university I have gained an interest in marketing and corporate management.

EXPERIENCE

DECEMBER 2017-CURRENT (INTERMITANTLY)

FRONT OF HOUSE TEAM LEADER, NICHOLSONS

I worked for four Nicholson's pubs in Birmingham and Leeds since 2017, all gave me a great understanding of customer service within a premium brand, from restaurant to bar service. The Shakespeare Summer Row was where I took on the responsibility of the social media marketing, and I developed my skills in marketing management systems such as reputation.com. I created a vast range of content for promotion of our business and products, recorded the analytics of our posts to ensure we created content our audience enjoyed, and communicated with the team any guest feedback in order to help our business achieve more and motivate the team on positive feedback.

NOVEMBER 2018-MAY 2019

ASSISTANT EVENTS AND MARKETING MANAGER VOLUNTEER, BREAST CANCER HAVEN LEEDS

During my time at Breast Cancer Haven Yorkshire I assisted in the planning and coordination of the Blossom Fashion Show Fundraiser and their annual carol service. This gave me valuable experience in charity events.

During my time here, I developed my skills in understanding/analysing client needs, attendee and participant requirements, event implementation under pressure, marketing segmentation and developing marketing materials.

DECEMBER 2018-MAY 2019

INTERN TEAM LEADER, POSITIVE IMPACT EVENTS

I lead the SAPI (Share A Positive Impact) team, who post examples of events that pledge sustainability.

I had only been at the company for a short period of time when moved up to team leader where I managed my own and others' roles and responsibilities, this involved motivating and identifying training needs of myself and my team members; I also had to communicate with my team to encourage them to use their skills to reach demanding targets. As part of my internship I took responsibility for tracking the analytics of our social media posts and reporting back to senior management; we managed to reach 132% of our target for posting events that promote sustainability in action.

EDUCATION

SEPTEMBER 2018 - CURRENT

LEEDS BECKETT UNIVERSITY

- BA (HONS) Events Management
My modules include Staging Safe Events, Managing Event Organisations, Event Planning, Creative Event Marketing, Event Law and Business Admin, corporate events and hospitality, Integrated Marketing Communications

SEPTEMBER 2013 – JUNE 2017

BIRMINGHAM ORMISTON ACADEMY

- 7 GCSE's (English, Maths and Science included) Completed A-C
- BTEC Level 2 First Diploma: Performing Arts
D* D*, Demonstrated leadership and ingenuity through several group-based projects
- History A Level
- BTEC Level 3 Extended Diploma: Performing Arts
Finished at a D*D*D*

SKILLS

- Organization
- Team work and communication
- Marketing (primarily social media)
- Customer service
- Time management
- Public speaking
- Leadership
- Office technology (excel, canva etc.)

ACTIVITIES

In my spare time I enjoy the performing arts, although I did not pursue the arts as a career option, I still enjoy the social and confidence building experience of the arts, over the years I have performed in many amateur dramatics shows. My particular favourite was the theatre adaptation of George Orwell's, 1984. I also enjoy a variety of volunteering opportunities, from the Live At Leeds festival, where I was working the wristband exchange and general stewarding; to events with the RSPCA such as 'Paws 4 a Walk' where I encouraged the public to take part, stewarding and helping other volunteers.

REFERENCES

BEV RIDYARD

Internship leader

bev@positive-impact-events.com

RYAN WATSON

General manager

shakespearesummerrow@nicholsonspubs.com