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## Profile

Outgoing, ambitious graduate who has a passion for Events & Public Relations which has been underpinned by completing a degree in Events management at the University of Winchester. Possesses effective people/negotiation skills including planning, market research, sponsor management and health & safety as well as a comprehensive understanding of digital marketing/ social media and the benefits of social media in today's events industry.

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## Education

### UNIVERSITY OF WINCHESTER

Sept 2019 – May 2022

BA(HONS) – Events Management

Coursework: Marketing Research, Hospitality & Tourism, Events in Practice, Marketing Communications  
People and organisations, Responsible events management & Digital Marketing.

### MITHIBAI COLLEGE OF ARTS AND SCIENCE – PARLE TILAK VIDYALAYA

June 2007 – August 2019

'A' Levels: Psychology(A\*), Sociology (B) and English(A)

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## CAREER HISTORY

### Role: Operations Lead / Events Coordinator at The Economist

May 2022 – To date

- ✓ Building scaled operations, workflow design, operations management, process documentation or similar. Reporting data to all sponsors and suppliers post event.
- ✓ Liaising with suppliers, venue's and third parties to book and plan relevant events.
- ✓ Overall responsibility of AV, onsite management, sessions and delivery of the event.
- ✓ Designing and producing event collateral including the signage, floor plan, speaker presentations and event documents to enhance branding and communication.
- ✓ Taking lead on multiple event projects and delivering first class execution, coordinating both internal and external teams from concept stage through to execution.
- ✓ Setting up/reviewing online webinars on various platforms whilst working the backend as well as handle the virtual platform for LSE's (Swapcard)
- ✓ Streamline inventory/budget management processes, processing invoices & working towards reduction in inventory costs.
- ✓ Support programmers with content analysis or moderation on site along with speaker management
- ✓ Experienced in policy compliance, customer support, policy creation & Trust and Safety.
- ✓ Assist Senior Event Managers with all EMEA events (Virtual, Onsite & Design)

### Role: Customer Service Executive for Impact Call Centre (Delonghi, Kenwood & Braun) May 2021–May 2022

- ✓ Answering calls, emails & webchat enquiries/complaints from customers professionally
- ✓ Researching required information using available resources. Managing customer complaints & orders.
- ✓ Providing customers with the organization's service and product information.
- ✓ Processing forms, orders, and applications requested by the customers.
- ✓ Identifying, escalating priority issues, and reporting to the high-level management.
- ✓ Following up complicated customer calls where required.
- ✓ Completing call notes and call reports as necessary and updating them in the CRM.
- ✓ Managing administration, communicating, and coordinating with internal departments.

### Role: Events Assistant for The Rainbow Centre

Sept 2021 – May 2022

- ✓ Assisting in creative decision making and implementing ideas into practice.
- ✓ Supporting the Project Planner with day to day activities of event planning
- ✓ Designing posters and invites for events
- ✓ Deciding and liaising with different venues and organisations for various events
- ✓ Assisting Annual Golf Day event and helping setup the venue as well as manage raffle tickets
- ✓ Assist Fundraisers and update all admin information

### Role: Festival Executive for Winchester Foodies Festival & Celeb of Speed

July 2021 – July 2021

- ✓ Distributed leaflets and explained people the USP of the event.
- ✓ Monitored the registration desk and Main/VIP Entrance – Publicised the event and the main attractions to people.
- ✓ Collaborated with the team to set up the field for the main event & managed the decoration of some areas on the field.
- ✓ Co-ordinated/ made 500+ goody bags – Managed various types of people as during the event.
- ✓ Photographed the site and the stalls and got published on their social media.
- ✓ Undertook various general ad-hoc duties to successfully deliver the project.

### FLEDGING.ARTSCOLLECTIVE. CENTRAL – Virtual Organisation

July 2020 – August 2021

### Role: Social Media Manager |Deputy Team Manager (volunteering)

- ✓ Oversee people, their work and provide feedback, develop strategies for influencer management, research & outreach.
- ✓ Designing and delivering a variety of marketing material to promote services and products.
- ✓ Producing and analysing sales figures and then reporting on findings.
- ✓ Building strong business relationships with clients & analyse key metrics and amend tactics as needed
- ✓ Host weekly team meeting to discuss new ideas/ problems and discuss/ manage KPI's.

- ✓ Adapting to new bigger trends as a way of interacting with the audience, developed new strategies to build the community, our following and loyalty towards organisation.
- ✓ Consistently keep track of algorithms, platforms, tools and implement the tactics on my team.
- ✓ Being responsible for inducting of new staff.
- ✓ Track and analyse all channel activity, create content and manage the social media calendar.
- ✓ Regularly update posts to include relevant keywords for search engine optimization.

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## **Key Skills**

- ✓ Experienced in different methodologies and excellent presentation skills, with the ability to influence cross-functionally across various level with great attention to detail.
- ✓ Client/Sponsor/Supplier Management, Coaching team occasionally. Budget management as well as understanding of GDPR.
- ✓ Strong social media marketing & editing skills (Instagram, Twitter, Facebook, Canva, Hootsuite, Creatopy).
- ✓ Great leader & Collaborative Team player. Knowledge of data analysis, problem-solving, and execution.
- ✓ Extensive experience in Fashion, Photography and managing various events
- ✓ Advanced level in computer literacy (Photoshop) to support the design of promotional material. (Microsoft 365, Mac OS, Windows, Mailchimp)

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## **Voluntary experience**

- ✓ Virtual Event Manager at SPACETV - Improve maintenance of all spaceflight related events. Create & Administer new events in the Live Stream Guide. Maintain/Review existing events and update them when necessary, to ensure accuracy. Creating ideas and themes to enhance the Live stream Guide. Implementing new plans and concepts
- ✓ Events Co – Ordinator for “Action for refugees” at the University of Winchester, I oversee the organisation, planning, and scheduling of social and fundraising events. Working with the social media manager to create advertisements for events. Support team members whilst maintaining motivation and enthusiasm to successfully deliver the tasks. Create and proof digital event documentation, Anticipating and planning for different scenarios. Creating videos/ posters for certain events.
- ✓ Operated the front desk at an educational talk about character education in schools conducted in the University and marketed university workshops at the event. Improved the ability to deal calmly and diplomatically with a variety of senior Professors.
- ✓ Appointed as an assistant at a conference about Over tourism at the university - Registered and guided people to the conference and the beverage room. Was able to converse with professors in an extremely professional manner throughout the event.
- ✓ Was Part of the Photography Society for the Festival Kshitij 2018 in Mithibai College, Mumbai.

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## **ACHIEVEMENTS**

- ✓ Assisted, The Lakmè Kids Fashion week as a photographer in Mumbai.
- ✓ Attained 3<sup>rd</sup> Place in an intercollege photography competition hosted by Rotaract Club of Mumbai Anchors.
- ✓ Photography Portfolio: <https://www.behance.net/deevpatel>
- ✓ Co-president of Winchester Hub at The University of Winchester.