

# CV

# Laura KELLY

Creative Event Freelancer

Enthusiastic freelance events professional with 3 years experience within the industry working on a diverse range of campaigns & projects from live music to experiential campaigns. A great eye for detail & creative flair. Extensive experience in client facing roles. Strong interpersonal skills with a natural ability to build positive relationships with a diverse range of personalities establishing instant trust. Excellent adaptability and understanding of each unique event. Brilliant organisation and great communication skills.

## KEY EXPERIENCE

### Role: Event Production Coordinator

**Company:** JUBBA - A full-service creative events agency who produce events nationally and internationally; from concerts, experiential campaigns, tours and premieres, to organising whole festivals.

**Key events:** The Neighbours Experience - Amazon Freevee

Barback Games 2023 - Fernet Branca

Portrait Artist Of The Year - Sky Arts

Ho Ho Hosting - Sainsbury's

**Description:** I have worked on the end to end production on range of events including TV launches, brand activations, PR & corporate events. This work has included managing budgets, logistics & making creative decisions which align with the clients vision. I have created & managed tight production schedules, sourced venues, crew & talent on events with up to 1000 pax.

Clients that I have worked with include Amazon, Greggs, Lululemon, Pringles & Rover.

### Role: Event Coordinator & Promoter

**Company:** Arkadia - An electronic music promoter based in Oaxaca, Mexico.

**Description:** I worked as a coordinator for a group of 4 music venues all with a capacity of over 300 pax. I organised their weekly events. My duties included: Talent booking, curating lineups relevant to the event theme. Pre / Post show production management including managing the event logistics, artist liaison & post show evaluations to see where improvements could be made. Over the course of 4 months we sold out 90% of shows by inviting international talent, improving crowd control and utilising the space to allow more room for dancing and socialising.

### Role: Stage Manager

**Event:** Radio 2 In The Park - A 35,000 capacity music festival over 2 days held in Leicester which featured performances by Kylie Minogue, James Blunt & Rick Astley.

**Description:** I worked as the Stage Manager for the Dance Stage at Radio 2 In the park. My role included general management to ensure all acts keep to their schedules, technical specifications and artist riders were adhered to, ensuring smooth changeovers of acts in a timely manner, health & safety, general problem solving, artist liaison.

### Role: Production & Artist Liaison Manager

**Event:** Pride In London - A 1.5 Million capacity event celebrating LGBTQ+ culture throughout various venues in central London

**Description:** I was responsible for the production of the Soho Square stage at Pride in London 2023, I lead a team of people to advance & liaise with over 15 artists over the course of 2 months. My role included liaising with tour managers to confirm all of the show details such as tech riders, arrival times & show running order. On the day my role included stage management & artist liaison.

## CONTACT DETAILS

**Mobile number:** +44

7983616874

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kellymlaura@outlook.com

**LinkedIn:**

Laura-Kelly-Events

## EDUCATION

*Masters Performing Arts College Grad 2019*  
Diploma in Professional Musical Theatre

## AREAS THAT I HAVE EXPERIENCE IN

- Show advancing
- Artist liaison
- Stage Management
- Production coordination
- Placemaking / community events
- Logistics
- Accreditation
- Box office

## INTERESTS & SKILLS

- Event Planning
- Creativity
- People Management
- Logistics
- Festivals and Live music
- Qualified Yoga Teacher

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## EXPERIENCE

### **Role: VIP Area / Campsite Manager**

**Company: VIP Nation - part of Live Nation Entertainment** - A global leading live entertainment company.

**Events:** Download Festival,  
Blondie @ Crystal Palace,  
Two door cinema club @ Crystal Palace,  
Daryll Hall @ The Apollo,  
Wilderness Festival

**Description:** I managed a team of people to prepare the VIP camping area during the show build. During the live show days I lead my to ensure guests have a smooth check in & have everything offered in their package, supported guest injuries / accidents by liaising with welfare, accessibility & festival management teams. I handled complaints by managing guest expectations & proving suitable solutions.

### **Role: Programming & Schedule Manager**

**Event: Wellnergy Festival**- A 5000 capacity day festival in London which focuses on music, mindfulness, food and fitness.

**Description:** I advanced 9 stages, managing over 90 artists for Wellnergy festival 2024 . My role included reviewing applications, curating the lineup, booking artists, writing contracts and overall schedule management. Artist liaison was a large part of this role as well as communicating agreements clearly with tour managers & artists. Some of my role included budget management.

### **Role: Production Office Assistant**

**Event: Boomtown** - A 66,000 capacity 5 day immersive music festival with a huge emphasis on creativity & story telling. Winner of Best Festival Production at the UK Festival Awards 2023

**Description:** I worked in the central office at boomtown Festival 2023, duties included assisting the staffing manager with day to day tasks including creating a volunteer schedule. Giving staff briefings. Overseeing the running of the stage management, artist liaison and transport teams across 12 stages. I worked along side the artist rider team to ensure all rider requests were met, general office admin tasks such as printing, laminating, cleaning etc.