

Resume

Olivia Farry

+44 (0) 774 864 3578
o.farry@oliviafarry.com

***Marketing Communication
Account Director, Event Producer***

Personal Summary

A dynamic leader and team player experienced in marketing communication disciplines, including event production, experiential campaigns, sponsorship and PR.

Specialist skills include creative & strategic thinking, proposal writing, brand messaging, design, styling, theatrics, technical production and design, client, team and talent management, budgeting, organisation and efficiency.

Scope

- Events - media launches, product launches, experiential campaigns, movie premieres, fashion shows, private parties, music festivals, retail store openings, roadshows, conferences
- Marketing - strategy development, brand identity & messaging, collateral design & production management
- Promotions - concept development, internet, logistics, H&S, legals & permits, staff training & incentives
- PR - campaign development and agency management
- Web design and management
- TV and video production

U.K Work Experience – Freelance

Jun 2008 - Jun 09

ROC Consulting Group

www.roc-group.com

Position:

Global Marketing Manager & Event Producer

Work Produced:

ROC 10th Celebration & Going Global Event (October)
HR 2008 - Amsterdam Exhibition (November)
ROC TV creation and production (November)
HR 2009 - Las Vegas Exhibition (March)
ROC Global Brand Guidelines and website

ROC is a leading global software consultancy with offices in 10 countries worldwide. My role started as freelance but due to the volume of work that was required it became a full time role which I completed in June 2009.

Resume

Olivia Farry

+44 (0) 774 864 3578
o.farry@oliviafarry.com

Marketing Communication Account Director, Event Producer

Role summary

Managing all elements of event production, exhibition & marketing communication for ROC Global.

- ROC Global event production and breakfast sessions
- HR 2008 Amsterdam - conference liaison, logistics, exhibition design, build and onsite management
- HR 2009 Las Vegas - conference liaison, logistics, exhibition design, build and onsite management
- Brand Guidelines - Global brand development
- ROC website - web copy, design and graphics, web agency management
- ROC TV production - producer, interviewer, editor

Aug 2007 - Mar 08

The Lounge

www.theloungegroup.com

Position:

Creative/Promotions & Event Producer

Work Produced:

Samsung - Cystic Fibrosis Charity Gala Dinner (Event)
Samsung - NME Rock n Roll Riot Tour 2007 (Promotions & Events)
Samsung - 'The Power of Purple' - Girls Aloud (Promotion & Event)
Unilever - 'Lynx Fever' (Experiential Campaign)
Motorola RAZR V3x - Global interactive teaser/viral campaign '(Media)'

Role Summary

Event producer for Samsung's Gala Dinner to raise money for the Cystic Fibrosis Trust. The Event consisted of fine food & wine, raffle, charity auction & celebrity entertainment at The Bluebird Restaurant in Chelsea.

Developed the creative & managed Samsungs promotional campaign for the NME Rock n Roll Riot Tour 2007 which consisted of online, radio, sampling & at gig activations working in conjunction with O2 & NME magazine.

Developed the creative & managed event production for the Samsung Girls Aloud 'Power of Purple' Event. Responsibilities included invite design, stage set design, lighting, sound, graphics, messaging & content to screen, styling, F&B, music, talent, promotional staff & crew management. The event was held at Sketch Gallery in London and was to launch the new Samsung F210 Purple. Media, competition winners & celebrities were invited.

Apr 2007

Acclaim

www.acclaim.co.uk

Position:

Creative/Event Producer

Work Produced:

IGD pitch document
Infosys Technology pitch document

Role Summary

Worked on the development of pitch documents for Infosys and IGD Industry Awards. Both projects involved creative & strategic event development, proposal writing, stage set design, talent research and budgeting.

Resume

Olivia Farry

+44 (0) 774 864 3578
o.farry@oliviafarry.com

Marketing Communication Account Director, Event Producer

Feb - Mar 2007

Catalyst Global

www.catalystglobal.com

Position:

Event Producer

Work Produced:

Big Picture event (Internal Comms)
Orchestrated event (Internal Comms)
Promotional video shoots & editing (New Business Development)

Role Summary

—
Managing aspects of pre production & onsite production for several Big Picture & Orchestrated team-building activities.

Team building activities are part of a larger event strategy therefore I was either working alongside an event agency or working direct with an organization. This involved team & talent management, liaison with agencies, organizations and clients, tailoring client values to fit with the activity, logistics and managing teams during teambuilding activations.

Australian Work Experience

Dec 2005 - Dec 06

Momentum Worldwide, Sydney

www.momentumww.com.au

Momentum Worldwide are the biggest Sponsorship, Event, Promotional and Retail Marketing agency in the world.

Position:

Event Producer - Freelance

Clients:

Motorola Australia & Motorola Global

Work Produced:

Destination M - 5 State Australian Roadshow (Telco sales staff)
HELLOMOTO Roadshow - Global PR Event (Media)
MOTO GSM - Global brochure design & production (Media)
Motorola RAZR V3x - Global media kit (Media)
Motorola RAZR V3x - Global interactive teaser / viral campaign
Motorola/Vodafone - MOTO Style Event (Internal comms)

Role Summary

—
Managing all elements of the event and collateral production for Motorola local and global events.

- Developing creative & strategic responses to client briefs
- Liaising with and managing client and outside agencies to develop collaborative marketing programmes and events
- Driving internal agency brainstorming
- Proposal writing & presentation to clients
- Forecasting and meeting budgets
- Developing and maintaining long term relationships with clients including local and global marketing teams & PR agencies
- Managing event process from client brief, production, event and post event analysis
- Managing event production team (3 x EMs, 1 x EA) and external suppliers
- Celebrity & talent management

Resume

Olivia Farry

+44 (0) 774 864 3578
o.farry@oliviafarry.com

***Marketing Communication
Account Director, Event Producer***

Apr 2004 - Jan 06

Spin Communications, Sydney

www.spin.com.au

Spin Communications is an integrated marketing communications agency with offices in Sydney and Melbourne specialising in youth, fashion and lifestyle brands including advertising, public relations, event production, sales promotion and design.

Position:

Account Director & Producer

Clients:

Mercedes Australian Fashion Week - Annual industry & media event
Tropfest Film Festival - Annual public event
Coca-cola - Brand and beverage activations
Giorgio Armani - Flagship store opening
Vodafone - Xmas parties
FHM Magazine - Issue launches, award ceremonies, parties
EBay - Media events
Hoyts Distribution - Film premieres
David Jones - Seasonal fashion launches
General pants - Retail store openings & parties
Tallala Bay tsunami fundraisers - Charity events

Role Summary

As Account Director of the event department and Producer I was responsible for five staff and a number of clients. Each with different requirements ranging from single 'to' multiple events, product launches, fashion shows, experiential campaigns, retail store openings, PR launches, movie premieres, charity events' to annual events such as Mercedes Australian Fashion Week (MAFW) and Tropfest Film Festival.

- New business acquisition
- Account/client management
- Creative and strategic concept development & event design
- Proposal writing & presentation
- Event styling, talent management and theatrics
- Team management, event production and execution
- VIP, celebrity & talent management
- Budget management

Resume

Olivia Farry

+44 (0) 774 864 3578
o.farry@oliviafarry.com

Marketing Communication **Account Director, Event Producer**

May 2002 - Apr 04

Outloud Events, Sydney

www.outloudevents.com.au

OutLoud Events specialises in developing corporate events and conferences for blue chip companies in Australasia.

Position:

Client Service Manager

Clients:

Vodafone (Internal campaigns and Events)
Samsung (Product launches, matrix movie premiere)
LG Electronics (Product launches)
Jaguar, Land Rover, Peugeot (Launches, Internal comms, Drive days)
BOC Annual Conference (Kick off & Internal comms)
PeopleSoft (Kick-off & Internal coms)
Optus (Kick-off & Internal comms)

Role Summary

As Client Service Manager my role was multifaceted and involved all aspects of events. From developing new business relationships, managing existing client relations to collecting briefs, developing creative concepts and managing the production team.

- New business acquisition • Client service retention & growth • Creative and strategic concept development & event design
- Proposal writing & presentation to clients • Team management, event production and implementation
- Event styling, talent management and theatrics

U.S Work experience

Mar 2000 - Sep 01

Eventquest, New York

www.eventquest.com

EventQuest is one of New York's most prestigious experiential marketing agencies specializing in launches for luxury brands, celebrity, entertainment and music industry events.

Position:

Assistant Producer

Clients:

Sony Music - Charity Event Sony Grammy's - After Parties
Mercedes Benz, Daimler Chrysler - Car Launch
Bulgari - Jewelry Launch
Grand Marnier - Winter Ball
GQ Magazine - Men of the Year Awards after parties
Def Jam Records - Album / artist launches

Role Summary

Assisting the creative director, producer and designer in all aspects of event production.

- Management - administration, supplier management, logistics, time schedules • Research for proposal development
- Assisted director with sourcing, design & styling of events • Assisted producer with all aspects of production for events

Resume

Olivia Farry

+44 (0) 774 864 3578
o.farry@oliviafarry.com

**Marketing Communication
Account Director, Event Producer**

Education

—

2000

New York University (NYU)

Event production
Business of entertainment
Business of music
Legal aspects of the entertainment industry

1995 - 1998

Otago University

Bachelor of Commerce in Marketing (BCom)
Advertising and sales promotion
Strategic marketing management
Research & Information management

Diploma for Graduates, Business Management (Dip Grad)

International business management
Organizational behaviour and personnel management

References

—

Referees available on request

www.oliviafarry.com