

## EXAMPLE – PROFILES, OBJECTIVES, SKILLS & ATTRIBUTES

### Events Management

#### EXAMPLE 1

##### CAREER OBJECTIVE

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I am currently seeking a dynamic and challenging role within a service organisation, involved in Events / Marketing / Corporate Relations. Ideally, the position will require plenty of energy, initiative, offer diversity and career opportunities enabling me to fully utilise the skills I have developed in planning, coordination, project management and customer service through Company XYZ over the past five years.

##### SKILLS & CAPABILITIES

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- Excellent record of achievement to date, within an industry-focused tertiary education environment, in busy roles incorporating Administration, Management Support, Marketing and Project Coordination
- Strong service delivery focus, matched with sound strategic insight and commercial awareness
- Excellent planning and organisational ability, with an eye for detail
- Proven capacity to liaise and communicate effectively with people at all organisational levels
- Demonstrated ability to maintain the highest level security and confidentiality
- Flexible and highly competent in prioritising workflow to meet deadlines and changing demands
- Proven ability in planning and organising successful functions, meetings and events
- Proficient computer literacy, utilising word processing and associated office software packages
- Savvy travel planning ability, to facilitate efficiency and best value
- Commitment to quality, professionalism and ethics in my work performance
- Self-motivated and able to work independently, yet also be a strong contributor to creating a fun and cohesive team spirit within the workplace
- Conscientious, energetic and productive, with an outgoing manner and determination to succeed

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## EXAMPLE 2

### PROFILE

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A Senior Marketing Manager with more than 15 years' high-level experience in driving strategic events, communications and sponsorship partnerships in the Government sector. Strong capability and credentials in leading teams to deliver large scale, complex public events of State significance in Victoria and high quality communications and community engagement outcomes for Government.

Highly regarded reputation for specialist expertise, providing strategic advice in major event management to the Victorian Premier and Cabinet and Victorian Government Departments. Results driven sponsorship executive with specialist understanding of governance in the public sector, public awareness and education campaigns.

### SKILLS & ATTRIBUTES

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- Exceptional people leadership of teams that have earned a strong reputation for providing best practice strategic, logistical and on-ground events expertise
- Team focussed and motivating leadership style with a proven track record of successfully mentoring staff to more senior levels and fostering development and career progression
- Leads intuitively to resolve complex issues by effectively balancing political sensitivity with operational efficiency
- Influences through leveraging trusted relationships with stakeholders to promote public policy, major projects and investment through an events platform
- Specialist understanding of communications practice in Government and extensive experience in protocol and with major events held in Victoria
- Strong issues management including horizon scanning and risk mitigation
- Resilient and resourceful, with a high degree of emotional intelligence

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## EXAMPLE 3

### PROFILE

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A well-organised and passionate Events Management professional, experienced in leading teams to create imaginative and inspiring events that ensure attendees receive a 5-star experience. With a Bachelor of Marketing, complemented by a Graduate Certificate in Management, I am skilled in project and people management and fostering a positive and enjoyable workplace culture. Having organised successful and memorable events in the Fashion and Retail space, I am able to oversee, manage and creatively contribute to functions which align with the vision of a business.

### CAREER OBJECTIVE

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Currently seeking a role as a Team Leader in Marketing and Events Management within the Retail sector where I can utilise my experience to oversee all aspects of Event logistics.

### SKILLS & ATTRIBUTES

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- Ensuring that events/functions adhere to strict health and safety procedures
- Familiar with Event Management Software such as Momentus
- Delivery of events within strict budgets and timeframes, while maintaining a high level of quality
- Negotiation of contracts with vendors, such as caterers and decorators
- Excellent written and verbal communication with a variety of stakeholders, such as the Communications team, working collaboratively
- Roster management of the Events team
- Performance management and providing constructive feedback
- Creative brainstorming to deliver innovative and exciting concepts that are forward-thinking, but also align with brand identity
- Oversight of all event logistics, such as venue selection, risk management, décor and more
- Collection of post-event data and development of reports to drive improvements in future events