

# Maxine Curry

## Events Manager

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### PERSONAL SUMMARY

Maxine can be relied upon to maximise revenue for an event by expertly up selling it at every opportunity to prospective sponsors. Through her career she has gained extensive experience of product launches, exhibitions, brand experiences, press launches, incentives, exhibitions, roadshows and experiential events to name just a few. She is a born negotiator who can successfully talk through disagreements between highly entrenched parties. Right now she is looking for an opportunity to build a career with a company that has a friendly, flexible working environment where she can learn, develop and thrive.



### CAREER HISTORY

#### *Hospitality Company - Coventry*

EVENTS MANAGER Sep 2014 – Present

Responsible for arranging the delivery of unique, high quality hospitality events whilst assisting in maximising income potential from them and controlling overheads to achieve financial targets.

#### *Duties:*

- Coordinating the work of venue managers, caterers, stand designers, contractors, volunteers & equipment hire.
- Handling enquiries from the public, corporate clients, potential sponsors and advertisers regarding future events.
- Ensuring that every event complies with the strictest health and safety policies, assessments and standards.
- Maintaining strong relationships with key event vendors, potential sponsors, fundraisers & related media partners.
- Being on site at an event as it is running to make sure everything runs smoothly & to deal with any problems.
- Negotiating event discounts/advantages on behalf of the company with third party suppliers and potential partners.
- Communicating on a daily with the management team, planning work schedules & checking client requirements.

*Marketing Company - Coventry* DUTY MANAGER Jun 2012 - Sep 2014

*Distribution Company - Leeds* TRAINEE MANAGER Jan 2010 - Aug 2012

### PROFESSIONAL SKILLS

#### *Management*

- Maximising the profitability of individual events by putting together well thought out budgets that are realistic.
- Putting together engaging events that delight visitors whilst supporting the objectives of key backers/supporters.
- Ability to lead others by influence and develop strong relationships across an organization with all sorts of people.
- Handling client and stakeholder queries and troubleshooting on the day of the event to ensure that all runs smoothly.
- Overseeing the dismantling and removal of the event and efficiently clearing away equipment from the venue.
- Open to constructive feedback & always listening carefully to what employees have to say about the company.

#### *Personal*

- Promoting a professional image at all times by being immaculately dressed, articulate and very well presented.
- Adhering at all times to the strictest interpretation of all relevant Codes of Practice and Professional Conduct.
- Superb communication skills & able to develop good working relationships with colleagues and other managers.

### ACADEMIC QUALIFICATIONS

*South East University* 2006 - 2009 Business Management Degree

*North East College* 2005 - 2006 Diploma in Management

*Sparkbrook College* 2004 - 2005 Diploma in Business Administration

*Sparkbrook College* 2004 - 2005 Diploma in Marketing

*Coventry School* 2000 - 2004 A levels: Maths (A) English (B) Technology (B) Science

REFERENCES - Available on request



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