

# ALEXANDRA HEDLEY

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Date of Birth: 4<sup>th</sup> August 1993  
Full Clean Driving License

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- A determined individual who has gained many transferable skills throughout studying and undertaking work placements for a Creative Event Management degree
  - An extremely passionate and reliable hard worker who insures every task is done thoroughly and to the highest standard possible
  - An outstanding communicator/team worker who excels when working under pressure and through sufficient experience has developed sound problem solving skills
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## EDUCATION

### Falmouth University

**Sept 2012 – May 2015** – Currently working towards a first class degree in Creative Events Management. Modules include Marketing, Professional Practice, Cultural Studies, Operations, Research & Business Theory

### Liverpool Community College

**Sept 2010 – June 2012** – A Levels in Media Studies; A, History; B, Business Studies, C

### St Mary's College

**Sept 2004 – July 2009** – 10 GCSEs (6 A's, 4 B's) including English and Mathematics

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## WORK EXPERIENCE

### Silverthorn UK Ltd

**July 2009 – Sept 2012** – This is a haulage company based in the port of Liverpool. Duties included administration, filing, invoicing and managing accounts. This was an excellent opportunity to gain business management skills and gain knowledge in terms of business operations. Sound organisation, time management and financial skills were gained during employment at this company

### Greek Taverna

**June 2013 – Sept 2013** – Duties at this oriental restaurant included customer service, waitressing, bar duties, cleaning duties and stocktaking. Employment at this restaurant helped to develop communication skills and the ability to appear approachable to customers. Waitressing requires one to master the art of multi tasking and the ability to take instructions and satisfy the customers and the employer/management.

### Voluntary Work

**Sept 2011 – present** – Various examples of voluntary work have been undertaken since 2011 in order to gain relevant experience and develop transferable skills. The ability to work confidently around children has been developed when working on projects such as 'The Narnia Experience' at St George's Hall and the children's Halloween event the 'Newquay Zombie Crawl'. Skills such as crowd management, communication and time management have been developed upon working on events such as City of Lights. One has to be passionate about their work in order to successfully deliver and impress project directors when volunteering. Voluntary work is an efficient way to develop skills and experience, build relationships and improve communications.

### Event Work

**Jan 2012 – present** – The Creative Events Management course at Falmouth University is just as much a practical course as it is academic. Students are required to partake in numerous event projects to assist their body of work. This is a fantastic opportunity to improve teamwork skills and learn to create projects and complete tasks by working successfully alongside colleagues. Problem solving abilities are also developed as well as working under pressure, these skills were especially developed when working on Colourfields, which was a recreation of the traditional Holi Festival of Colours. Social Media management and marketing skills were also improved during work for Colourfields as well as when working as marketing director for a boat party called 'Magic on the Mersey'. Event work is a great way to develop and improve transferable as well as professional skills.

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## **KEY SKILLS**

### **Ability to Work Under Pressure**

This key skill was especially developed when working on events on the day of their delivery. I believe that it is important to be prepared for complications and have in place the relevant contingency plans. The ability to work under pressure is a beneficial skill to possess as even when I am feeling stressed my quality of work is not compromised and I am still able to deliver to the best of my ability. Stress is natural and the ability to deal with it effectively is highly advantageous in the working world.

### **Communication and Networking**

The ability to develop strong working relationships with colleagues is crucial in order to build networks. Communication and networking skills were developed when participating in voluntary work and group projects. It is refreshing to have strong networks in both Liverpool and Cornwall. Approachability and the ability to articulate ideas and feelings successfully are contributing factors when developing communication and networking skills, these attributes are also valuable when providing customer service.

### **Organisation and Time Management**

Although my thought processes are often fast and erratic (particularly at the beginning of a project), it is strategic to take an organised approach to every project that you undertake. Organisation and time management go hand in hand in my opinion, as it is impossible to master one without the other. It is completely necessary to construct to-do lists and schedules, meet deadlines and be punctual in order to succeed professionally.

### **Marketing**

Marketing is arguably the most important aspect of a consumer reliant business. Marketing and promotional success is only possible when thorough market research has been undertaken. My enjoyment of reading, collecting and recording information has previously lead to the successful development of the skills needed to produce successful market research. I possess a vast understanding of social media, which is essential in this day and age; social networking sites are becoming increasingly useful for businesses. The ability to effectively utilise social networking sites to promote endeavours and even promote myself is a relevant skill that I am confident I acquire.

### **Leadership and Teamwork**

In order for a business to succeed, there needs to be a strong united workforce behind it. Teamwork skills were especially developed when working on group events and the realisation that sometimes one is required to take charge in areas they are most confident lead to the development of leadership skills. I believe I have found a balance between being a strong presence within the team and expressing my opinion and working peacefully alongside others and listening to each individual's ideas and feelings.

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## **HOBBIES AND INTERESTS**

- I have a keen passion for music and performing. I have achieved a Grade 5 singing qualification and also have the ability to play both piano and guitar to a satisfactory level. I am experienced in performing in front of a crowd which has lead to lack of nerves and increased confidence
- The transition from Liverpool to Cornwall for university has lead to a fond appreciation of nature and the outdoors, as well as the adventurous hobby of sea swimming and cliff jumping
- An omnipresent love for fashion has lead to the creation of an online blog surrounding subjects such as events, society, culture and fashion
- A love of reading from a young age has lead to academic skills such as research and writing ability as well as the capability to gain inspiration and knowledge of a number of subjects through the enjoyment of books

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## **REFERENCES AVAILABLE UPON REQUEST**