

NATALIA SKETCHLEY

Strong communication and negotiating skills have contributed to the management of happy teams, suppliers and clients across the events and tech industries. Personable, organised and creative professional with a wide range of experience and a broad skill set.

EMPLOYMENT HISTORY

Program Manager - Google Expeditions (Google - Vaco)

August 2016 -May 2017

Expeditions is a virtual reality app developed by Google as a learning tool. The Pioneer Programme is a global marketing initiative and roadshow that brings the app to schools.

- Hired, trained and managed a team of 40 to book and conduct in-school testing to improve app functionality and UK specific content.
- Personally responsible for three out of five nationwide teams, weekly metrics reporting, project relocation planning and budget management.
- Exceeded our target of over 1 million students whilst maintaining a 98% satisfaction rate from students and teachers.
- Received national press coverage from major news outlets across web, print, and television.
- Obtained new partners and worked with Google stakeholders, marketing teams, local authorities and existing Google partners to increase awareness and programme sign up frequency tenfold.
- Managed participation at over 20 events including the biggest educational show in Europe, BETT.
- Introduced HR and operations protocols, and produced workflows and processes to ensure the consistent efficiency of the programme.

Project Manager - Wave Week Festival (Croatia Wave)

February 2016 – August 2016

- Developed project timelines and a multi-channel marketing plan for this week long music festival hosted across the Croatian Islands. This included content production, social comms and PR.
- Identified key sales and production targets crucial to the success of the event. Recognising financial risks, successfully gained sponsorship revenue.
- Sourced lineup and commercial partners with an existing reach that were able to increase sales.
- Successfully managed a team of eight based in the UK and worked with suppliers based in Croatia to plan production and event logistics.
- Managed PR and creative teams to ensure marketing campaigns were successful.

Creative Manager - Snowboxx Festival (Mainstage Travel)

September 2015 – February 2016

- Provided concise briefs and event plans for production teams that lead to the successful running of this 3000 capacity week long music festival in the French Alps.
- Achieved sales, marketing and financial goals with a concise six-month marketing plan that increased natural interaction by over 30%. This included all social channels, video content for YouTube and Facebook, launch events and PR.
- Sourced and managed eight festival partners increasing brand awareness and sales through affiliation.
- Redesigned the 2016 branding, completed a comprehensive brand guideline and designed the interface and UX for the festival app.
- Managed musical talent bookings and branded and designed all micro venues across the festival.

Account Manager & Event Producer - Original Sin Events

September 2013 – July 2015

- Successfully co-produced between 6-8 yearly events ranging from capacities of 500- 3000. Events ranged from sit down meals to outdoor immersive festivals.

- Produced events from concept to completion, both working to a client brief and creating experiential ticketed events that could be scaled up or down depending on sales revenue, working with budgets of up to £200k.
- Planned and managed up to four marketing campaigns at a time, creating all artwork, comms and HTML campaigns.
- Worked alongside the directors to establish and grow the company, playing a crucial role in business development, maintaining client relations, HR processes and operations.

Compliance Manager - Empello

November 2012 - September 2013

- Managed a team of five compliance auditors for mobile advertising, driving daily audits to over 100 per staff member.
- Copywriting for social media, web and tech blog articles.

Venue Researcher - 38 Degrees: 38 Degrees Live (August 2017)

Production Assistant - XYZ: Nike Product Launch (August 2017)

Creative Installation Manager - Bearded Kitten: Amazon Wish List 2017 (July 2017)

Event Manager - Bearded Kitten: Just Eat Away Weekend, Secret Garden Party, Boomtown Fair, Ritblatt Family Circus, Field Day Festival, Gala Festival (July 2015 - Present)

Creative Production Manager - Mad Ferret: London Warehouse Events (July - August 2015)

Project Manager - Mad Ferret: Greenman Festival (July 2015 - August 2015)

On Site Production Manager - Unity/ Kean George Agency: Marks & Spencer #SparkSomethingGood campaign (July 2015)

Production Coordinator - Okoru Events: Eastern Electrics Festival, Boomtown Fair, Snowboxx Festival (2014 - 2015)

EDUCATION

2009-2012 **Cardiff University** BA Journalism, Cultural Studies and Media (2:1)

2006 -2008 **Kenicott Sixth Form College** English Literature, Media Studies, Art and Design (AAB)

2003-2008 **King Edward VI Community College** 9 GCSE's grades A*-B

OTHER SKILLS

- Full clean driving license.
- Google drive; docs, sheets, forms.
- Project management/ CRM software; Asana, Slack, Trello, Zoho, Insightly
- Adobe Photoshop, InDesign, Illustrator.
- Copywriting for press releases, social marketing, reviews and features.

INTERESTS

- Fashion and crafts; I make colourful bespoke clothing and head gear for festivals and friends.
- ...And snowboarding, travel, yoga, cooking, and cats.