

## **MADDY CULLEN**

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A pro-active, dynamic and professional Marketing and Events specialist with a wide breadth of international experience in end-to-end event management and marketing campaigns. A creative instinct combined with a great attention to detail. Highly motivated to help ambitious organisations build brand value and awareness through world class events and initiatives.

### **MARKETING AND EVENTS PROFESSIONAL EXPERIENCE**

#### **Perkbox. Marketing and Events Manager. October 2019 – August 2020.**

- Designing and delivering the UK event strategy (roundtables, trade shows, conferences and webinars).
- Support Perkbox as a global business by aligning strategy with Australia and Paris offices.
- Responsible for yearly marketing events budget and prioritising spend based on company needs.
- Senior stakeholder management working with Perkbox leadership team to determine KPI's.
- Performed stakeholder analysis leading to a new panel of production and logistics suppliers in order to be more efficient and environmentally friendly across all events and campaigns.
- Responsible for outbound marketing campaigns including direct mail to key accounts.
- Strong focus on securing industry events with +2000 delegates to increase Perkbox awareness and generate leads for the sales team.
- Initiated the first customer thought leadership event series in the form of intimate roundtables with inspiring speakers and Perkbox leaders to affirm client relationships and support our customers in their employee experience journey.
- Collate ROI metrics to ensure our events aid hosts/sellers engage with customers and influence revenue goals.

#### **Google. Marketing Events Specialist EMEA. February 2019 - September 2019.**

- Events lead for Chrome Enterprise, responsible for designing the EMEA event strategy delivering events in priority countries (roundtables, conferences, webinars, workshops and receptions).
- Responsible for yearly marketing events budget and prioritising spend based on company needs.
- Strong focus on securing industry events with +2000 delegates to increase Chrome Enterprise awareness and generate leads for sales team.
- Senior stakeholder management working closely with global Chrome leads to determine KPI's and strategies to raise the profile of Chrome Enterprise.
- Partner closely with EMEA Product Marketing colleagues to tailor our global go to market plan to support field marketing priorities.
- Manage team member based in Paris ensuring event strategy is aligned.
- Weekly collaboration with team members in the US to discuss global strategy and best practice.
- Hiring appropriate agencies and suppliers in line with procurement processes.
- End-to-end management of strategy, logistics and production for events across Europe (Dublin, Amsterdam, Paris and Barcelona).
- Analysing the success of events and campaigns through rigorous ROI analysis.

#### **EY (Ernst & Young). Marketing and Events Executive. July 2018 – February 2019:**

- Manage executive dinners and roundtables for EY Chairman.
- Manage large scale conference logistics and production for +650 delegates.
- Oversee the production and logistical elements for all events in the 2018 art sponsorship series.
- Develop and deliver detailed project plans and event strategy.
- Large budget management and responsibility.
- Work and build relationships with luxury hotels and venues for events and delegate accommodation.
- Identification of appropriate awards and writing of various awards entries to promote EY's profile.
- Maximising PR of EY from award successes including drafting press releases, organising magazine interviews and broadcasting on internal communications and social media.
- Manage negotiations and relationships with external suppliers.

- Research and identify appropriate events where technology can be better implemented.
- Take on creative and complex production projects for sponsorship events from conceptualisation to execution.
- Building relationships with EYX, EY's innovation initiative, to bring elements such as AI, robotics, 3D printing to the forefront of events.

**EY (Ernst & Young). Marketing and Events Associate. June 2016 – July 2018.**

- Manage private dinners, senior level receptions, private viewings and family events at EY's partnership galleries.
- Manage client technical events - Economics for business breakfasts, Real Estate Sector and Corporate Restructuring client events.
- Organise kick off meeting with stakeholders to discuss guest list composition and timeline.
- Finalise catering and production of the event in line with brand guidelines.
- Source and manage event support team.
- Delegate and speaker management.
- Manage EY arts social media account (Instagram) to drive awareness and increase followers through engaging content, competitions and latest trends.

**Smart Live Ltd. Events Assistant. March - June 2016: (paid internship - permanent role offered)**

- Wide variety of events from conceptualisation to design and execution including conferences, celebrations and team building days for corporate clients.
- On site role at numerous large scale events - registration/management/production.
- Finding and securing venues across London - writing venue reviews for company blog and social media accounts.
- Creating venue, design and entertainment proposals.
- Supplier management

**NetJets. Events Assistant. January - March 2016: (Course based Internship)**

- Opportunity to work on luxury celebrity events across Europe.
- Assisting event managers in all aspects of guest management including travel and accommodation for guests.
- Assist with organising large scale conferences - venue liaising, room layouts, catering, event day oversight.
- Facilitating shipments to national and international venues.
- Expense and budget management.

**Chartered Institute of Marketing Diploma course projects. September - December 2015:**

- Achieving three distinction awards.

**EDUCATION**

**Writing Skills for the Internal Communications Professional. Institute of Internal Communications. April 2020.**

**Chartered Institute of Marketing Postgraduate Diploma in Event Management for Marketing and Communications. University of London. September 2015 - March 2016:**

- Distinction

**Oxford Brookes University. 2012 - 2015**

- First Class Honours - BSC (Hons) Sports, Coaching & Physical Education.

**St Leonards Mayfield School. 2004 - 2011:**

- 3 A levels. Psychology, History of Art, Philosophy & Ethics.

- 9 GCSE's.

#### **OTHER SKILLS**

- PC Literate (Word/Powerpoint/Excel/Gsuite).
- Full clean driving licence.

#### **PERSONAL INTERESTS**

- Travel, lifestyle and wellness.
- Wildlife and conservation.
- Sports - netball, tennis and skiing.
- Contemporary arts - festivals, theatre, cinema and film.