

Hannah Farrell

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PORTFOLIO

www.hannahfarrell.com

KEY SKILLS

- Full end to end project management expertise both B2B and B2C
- Client management and counsel,
- Management of junior members of staff
- Troubleshooting and finding solutions
- Detail orientated and calm under pressure
- Highly organised, with well developed people and administrative skills.

EXPERIENCE

INCA Productions - *Creative Event Producer*

August 2021 - Present

- Creative event producer managing the Breitling live events.

VaynerMedia London - *Fixed Term Project Manager - Digital*

February 2021 - August 2021

- Project manager within the social organic content team for Kraft Heinz
- Signal searching for new trends across x5 platforms. TikTok, Instagram, Facebook, Twitter and Youtube
- Managing a team of 12 and making sure each piece of content is delivered on time to the client
- Working very closely with the Client Partnerships team to onboard Kraft Heinz into VaynerMedia.
- Budget management and time management for creatives

BeeMi Marketing, London - *Freelance Project Manager*

October 2020 - February 2021

- Overseeing multiple project timelines and deliverables
- Using Trello and Google drive operate cross-functional processes and documentation

- Highlight and manage requests from multiple clients
- Weekly check ins and status reports with the MD
- Full end to end project management
- Podcast editing along with light graphic design

SEEN Group, London - *Senior Producer*

January 2019 - October 2020

- Budget management of up to £250k
- Full end to end project management
- Client management and counsel on multiple brands at once
- Building out scopes of work for new business pitches and live briefs
- Leading brainstorming sessions with multiple departments of the business including design and PR
- Working with the MD and leadership team on internal team cultural moments
- Management of external freelancers, suppliers and contractors
- Management of internal design team, and junior members of staff within Be SEEN
- Negotiations of contracts with suppliers and freelancers,
- Commercial understanding and working towards internal and external targets
- Reconciliation on project management platforms including Paprika
- Strong understanding of production knowledge and managing suppliers meet our briefs.
- Administrative skills including reconciliation of expenses, minute taking, raising and approving PO's, invoicing suppliers, and diary management.
- Clients include Benefit Cosmetics, TRESemmé, Garnier, L'Oréal, Milk Makeup, Avène, Revlon, Simple, GHD and EOS

WONDER London - *Project Manager*

April 2016 - December 2018

- Produced and administered project, design and build timelines for multiple events across the UK and Europe with budgets up to £200k.
- A pragmatic approach ensured the smooth running of multiple events across Europe were accurate, deadlines were met with cost effective budgets.
- Secured competitive rates through the negotiation of quotes with a range of suppliers in both UK and Europe.
- Collaborated with clients and guided their expectations to deliver a successful event.

- Collated ever-changing information from multiple teams when managing the VIP Leaders Circle tracks.
- Main onsite roles included main client counsel for Leaders Circle, management of junior members of staff, suppliers and stylists.
- Managed team members working on room management, crew travel logistics, crew management and the install/derig of events.
- Exercising efficient problem solving, time keeping against schedules and working with multiple suppliers.
- Event management and reconciliation on project management platforms including Paprika and Google Drive
- Member of the culture council team working with the MD on internal events including summer and christmas parties and ad hoc team incentive days.
- Managed WONDER London's social media accounts which included working with members from all departments to come up with exciting christmas campaigns to celebrate our clients and WONDER's achievements.
- Clear understanding of production v project management and how to work together efficiently
- Administrative skills including reconciliation of expenses, minute taking and diary management.
- Clients included, Google Cloud Next, Google Cloud EMEA, Android and the BBC.

INCA - *Freelance Event Assistant*

February 2016 - April 2016

- Assisting the lead producer on the NHF Fashion Fund Fair event 2016
- Sourcing props, costumes and styling items
- Leading the castings for FOH staff
- Credit card expenses management
- Onsite managing BOH staffing, promotional models & volunteers.

JN Production London - *Casting Assistant*

September 2015 - January 2016

- Location scouting for up and coming shoots
- Model scouting for TK Maxx
- Organising weekly new faces go - sees for the casting director
- Diary management for both casting directors
- Creating and designing presentations for clients
- Working alongside freelancer model bookers collating photos of new faces

- Assisting the casting director on pre fittings for shows during LFW including Ashish
- Credit card expenses management
- Researched up and coming blogs and new faces on social media
- Minute taking in weekly client meetings

JN Production NYC - Freelance Event Assistant

June 2015 - September 2015

- First assistant for head of events at New York Fashion Week Mens
- Collection coordinator for 3 shows during NYFWM including August Getty
- Researched up and coming blogs and new faces on social media
- Supplier sourcing and location scouting across New York, LA and Boston

Other experience

Production Runner - Multiple London Fashion Week Shows - My Beautiful City

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Production Runner - Multiple London Fashion Week Shows - OBO

Events Assistant - Fashion Scout

Events assistant Graduate Fashion Week

Photographer - OYF Ibiza

Media Lounge Manager - Fashion Scout

EDUCATION

Southampton Solent University - Southampton - Fashion with Photography

SERC - Northern Ireland - A Levels including photography, media, psychology and English

Glenlola Collegiate School - Northern Ireland - GCSE

REFERENCES

Jane Walsh - Managing Director at SEEN - jane@seengroup.com

Ben Turner - Managing Director at WONDER - ben@wearewonder.com

Zoe Tuffs - CEO of Timesten - zoe@timesten.co.uk