

Events Marketing Executive

“I left university, because I found that the communications course I was on wasn’t really for me. It was a knock to my confidence at the time, but no regrets now.

Having sat down with my parents, I decided to do a 2-year national diploma in photography, which was my hobby. Although the course was great and I had dabbled with things like wedding and studio photography, I ended up feeling that it was probably more of a hobby and not a long-term career for me. I felt a bit lost, not sure what to do, and wondered what the next best thing might be.

You were doing some career coaching with my sister at the time and she was now at the point of applying for jobs.

When we started to work together, you helped me identify my strengths and my skills. I had never really sat down before and asked myself what these were. We used some exercises and I did a fair bit of studying. Each session we had together revealed more and more useful things.

In terms of my CV, you gathered all of my experiences together and then we targeted my skills at the sports and events industry, which I was really drawn to. You gave my CV a structure, one that I can now use as a template going forwards. I remember looking at the old CV with its one-liners, thinking that an employer wouldn’t really have a clue as to who I was.

I wasn’t sure if I wanted to work with a national sports governing body or at a sports venue, so I started to network and get contacts. My way in to the sports and events industry was to get some work experience and internships. At your prompting, I researched, networked, did some information interviews and got some good advice on it all.

The coaching process gave me a massive increase in my confidence. When I applied to my current company, I went in feeling confident, knowing what my skills were and confident in my past experience. I went in quite relaxed. I remember thinking ‘I can do this’ and ‘everything on my CV I know is true’. With this CV, you helped me discover a unique way of selling myself to employers. It’s a completely different structure to what anyone else would submit to be honest. It has helped me get interviews. It’s not the bog standard approach, it makes you stand out from the crowd. The confidence thing and the CV have set me for life really.

So, now I am the Events Marketing Executive at an international venue for business, entertainment and sports events. It’s a multi-purpose venue and I market all of the different types of events. I also account manage our sponsors, so I’m in charge of delivering the benefits that the sponsors expect.

The job is good, it’s tough and it’s busy. Everyday is different. I feel like I’ve landed on my feet, I’ve got three different aspects to my job; business, entertainment and sports - I’ve got the best of all worlds. It’s great experience. I’ve been here nearly two years now and I think it’s the perfect job for me.”

This testimony is the transcript of a ‘client review’ phone call and is used with permission.



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