

# Charlie Lock

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## Project Manager – Events & Experiential Activation

Accomplished Project Manager, with extensive senior-level experience in experiential production, event management, budget management, new business development, relationship development, and account management. Track record of utilising thorough project planning methods and coordinating effectively with a wide range of resources to deliver high quality events and experiential activations. Experienced in developing relationships with both internal teams and external stakeholders to help deliver high quality, profitable and time-sensitive projects.

Event Production • Event Management • Experiential Production • Event Safety & Licensing  
Market Insight • Operations Management • Strategic Planning • Communication and Presentation  
Relationship Development • Business Development • Consumer Experience • Experiential Design

## Professional Experience and Achievements

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**Electric Live/Go Big Ltd, London**

**03/2015 – Present**

### **Project Manager**

Managed projects for high profile experiential and event clients including McVitie's, Amazon, Imperial Tobacco, Revlon and Blu. Tasks included project scheduling and planning, management of project budgets up to £500k, activation design, proposal production, and health and safety management. Developed a range of in-house services and preferred supplier relationships to increase project profitability. Responsible for producing client proposals in response to briefs and other new business opportunities.

Key achievements:

- Project managed the design, build and installation of a two story shipping container lounge activation. The structure successfully toured six large scale music festivals across the UK and was hailed for its innovation, build efficiency and use of space.
- Conceptualised and project managed an interactive, game based activation for McVitie's at three high profile UK shopping centres.
- Assumed various roles and responsibilities such as Client Liaison, Assistant Site Manager, Supplier Management, Site Design, Box Office Management, Staffing Management in the successful implementation of a series of intimate concerts for Amazon.

**Fusion Festival, London**

**03/2015 – Present**

### **Operations Director/Partnerships Manager**

Served as both Partnerships Manager and Operations Director for Fusion Festival over four years. Responsibilities have included key stakeholder liaison, supplier/contractor management, site design, live operation management, partnership fulfilment and serving as the main point of contact between the event and all council agencies.

Key achievements:

- Successfully delivered a safe, efficient and high quality festival experience for four consecutive years.
- Overseen moves to two new sites taking on tasks with a high level of responsibility including premises licence application, site redesign, joint agency liaison and the engagement of new suppliers.
- Forged strong relationships with local council representatives and other key stakeholders which ensuring the smooth running of the festival.

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## Professional Experience and Achievements continued...

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**Grotto Outré, London**

**10/2014 – 12/2014**

### **Director**

Introduced and oversaw a collection of experience-based events. with responsibility for developing business plan, assisting with set design, defining staffing schedules, event programming, managing event build, and driving social media activity. Managed cash flow, in addition to technical setup of audio and lighting equipment.

Key achievements:

- Succeeded in managing all events to successful conclusion including four sold out event nights and five corporate parties all of which received favourable feedback from attendees.
- Established a fresh and recognisable brand in an extremely short space of time with the event receiving fantastic editorial press coverage in the Metro, Evening Standard, Timeout and a number of high profile online platforms.
- Served as assistant venue manager for twenty-five consecutive nights.

**Oceans Events, London**

**10/2011 – 09/2012 & 07/2013 – 10/2014**

### **Junior Account Exec/Production Exec/Account Manager**

Assumed account and production management roles for Imperial Tobacco account in addition to assisting on Domino's pizza account. Managed event activity throughout entire life cycle. Completed health and safety documentation. Developed and implemented production schedules, and managed contractor and supplier relationships. Supervised all on site operations, including overseeing staff across three agencies, supervising build, managing area on live days and directing de-rig.

Key achievements:

- Planned the production and logistics of Imperial Tobacco's SoChill Circle brand activation at over 15 outdoor events across two summer seasons including Download Festival.
- Created ongoing project status reports and provided client with a range of quotes to suit specified budgets.
- Secured exclusive trading deals at targeted events and assisted with the contractual process.

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## Professional Development

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BA (Hons) Events Management - 2:1, 2013 - Bournemouth University

Key Courses: Event Innovation, Strategy and Leadership, Event Design and Production, Consumer Experience, Services Marketing, Financial Appraisal for Business, Entrepreneurial Development

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## Computer Skills

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Microsoft Office, Adobe Photoshop, InDesign, After Effects, Premiere.  
AutoCAD, Sketch Up, Social Media Platforms

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## Portfolio

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Further details on my most recent work can be viewed on the link below.

<http://www.charlielock.com>