

Kirsty Darlington

MARKETING & EVENTS

810 SANA 2, AL MUNEERA, ABU DHABI

056 6014808 || KIRSTY_DARLINGTON@HOTMAIL.CO.UK

LINKEDIN: <https://www.linkedin.com/in/kirstydarlington/>



PROFILE ||

I am a marketing and events specialist with a passion for organising attractive events and an enthusiasm for community engagement. I have worked in MarComms and Project roles for the past 5 years in the UAE, planning projects, liaising with the clients and activating projects in the communities. I enjoy working in an environment whereby I can showcase my skills and broaden my experience.

KEY PROJECTS ||

In the lead up to the AFC Asian Cup UAE 2019, as part of the MarComms team, I gathered information from the community at specialised activations, conferences, events and a tailor made ambassador program. We used a bespoke software system to interact with customers and collect important data to support the sales department.

During the Abu Dhabi Moments project I was solely responsible for developing and maintaining numbers for the kid's water academy and the cycling club, weekly events for the community in Abu Dhabi. We hit our targets to engage 48 children in water sports activities and 100 cyclists over a 9 week period. The events were a huge success bringing audiences of over 300,000 people.

KEY SKILLS ||

- Event Management
- Budgeting and Planning
- Copy writing
- Presentation skills
- Proficient in MS Office
- First Aid at work (2018)
- Attention to detail
- Communication within a team or as part of a chain of command
- Multitasking
- Networking
- Organisation
- Problem Solving

WORK EXPERIENCE ||

ACTIVATION COORDINATOR

ABU DHABI WORLD PROFESSIONAL JIU-JITSU CHAMPIONSHIP: MAR 2020

My role during this project was to activate communities and events with a bespoke activation hub to engage and educate the public as well as host a platform to promote the sponsors. Some of my responsibilities were securing the locations, coordinating with the suppliers, creating and maintaining the activation calendar and allocating the staff.

PROJECT ASSOCIATE

ABU DHABI MOMENTS: SEP 2019-FEB 2020

An event calendar with a variety of community events was organised on behalf of DCD across the city of Abu Dhabi. I researched and presented concepts to the client, coordinated proposals from suppliers, assisted with

budgeting and operation plans as well as execution and report writing following each event in my given district. This series of events was postponed on 20th February 2020.

FESTIVALS AND ACTIVATIONS SUPERVISOR

SPECIAL OLYMPICS WORLD GAMES ABU DHABI : FEB – APR 2019

I was involved with the planning, build, maintenance, spectator flow and tear down for the activations from some of the sponsoring partners. Simultaneously I supported the awards ceremonies and other front of house activities liaising with spectator services, protocol and many other functional areas integral to the operation.

COMMUNITY ASSOCIATE

AFC ASIAN CUP UAE 2019 & FIFA CLUB WORLD CUP 2018: APR 2018 – FEB 2019

I was a vital team member in the MarComms department as part of the Community Outreach team across both tournaments simultaneously. As part of the Community Outreach programme I managed a team of 12 interns, ran an ambassador programme with over 600 members using a software system called Greenfly and helped create a success for the largest sporting tournament in the Middle East with 836.6 million fans interacting through digital.

BUSINESS DEVELOPMENT MANAGER

REGIONAL SPORTS ACADEMY: JAN 2015 – APR 2018

I was hired at the start of this sports academy as the only non-coaching full-time member of staff. My responsibilities ranged from organising events, international travel and staff educational courses to launching the social media platforms and building a portfolio of sponsors to support the business. I gained experience in budgeting, executing a strategy, managing relationships and building a marketing database.

QUALIFICATIONS ||

BSC (HONS) SPORTS REHABILITATION

UNIVERSITY OF HULL, 2004-2007

Modules covered included anatomy & physiology, therapeutic techniques, exercise rehabilitation skills, advanced exercise & conditioning, biomechanics and psychology.

ONLINE COURSES

VARIOUS INSTITUTES

Brand Management: Aligning Business, Brand and Behaviour – London School of Business (Mar 2020)

Content Writing Strategy – University of California (Apr 2020)

Digital Transformation – University of Virginia and Darden School of Business (Apr 2020)

HOBBIES AND INTERESTS ||

- Health & Fitness
- Team sports such as football and rugby
- Photography
- Hiking & outdoor adventures
- Travel and exploring new cultures
- Cooking and nutrition

REFERENCES ||

Taylor Agisim
VP Business Development
AEG Asia
Singapore
Taylor.Agisim@gmail.com
0065 8346 7122

Adriene Pinho
Community Project Manager
Flash Entertainment
TwoFour54 Complex
Abu Dhabi
adriene.pinho@hotmail.com
055 2962550

Let's connect!