**Julianne Johnson - Curriculum Vitae**

[johnsonjulianne1@gmail.com](mailto:johnsonjulianne1@gmail.com)

[linkedin.com/in/julianne-johnson-56594249/](https://www.linkedin.com/in/julianne-johnson-56594249/)

+44 (0) 7484 040 461

**SKILLS PROFILE**

I am a highly motivated Events and Project Manager with a flexible working attitude. I have the self-discipline to maintain a professional approach whilst under pressure. With excellent inter-personal skills and a good sense of humour, I enjoy working autonomously, as well as part of a team. I am praised for building rapport and my networking skills and am exceptionally skilled at negotiation. I prioritise the vision and needs of my clients. I have mountains of ambition and an appetite for hard work. I am suited to a busy, challenging and pro-active job role. I am a proven leader within event and project management, and I have the determination to motivate myself and others to excel in all projects.

**EMPLOYMENT HISTORY**

**GROUP EVENTS MANAGER**

Vertu Motors Plc

Aug 2016 – Date

* Introduced and developed the role of Events Manager to Vertu following the company’s significant growth, and increased demand and investment in events.
* Reporting to the HR Director and CEO, and collaborating with Executives.
* Project managing all Group events – on average seven per month across the UK and USA – from proposal and planning stage to delivery and evaluation.
* Example events and scope: regional long service recognition events at luxury destinations such as Luton Hoo with personalised tributes and entertainment; private formal dinner at five start restaurants such as Searcys at The Gherkin with corporate branding décor; monthly virtual workshop with tangible actions to develop the organisation’s culture; first class group incentive trip to NADA annual convention USA; quarterly five day residential management conferences with, break-out seminars, sponsored exhibitions, networking dinners and high profile speakers; two-day gala awards dinner with celebrity entertainment, elaborate production and immersive experiences.
* Sole responsibility for the department’s annual budget as well as sponsorship packages.
* Negotiating contracts, managing service levels and running tender processes.
* Managing the diary of forthcoming events, marketing, sales and meetings.
* Having strong organisational skills and impeccable attention to detail.
* Initiating projects to support colleague and customer satisfaction, as well as providing pro-active and creative solutions within my field of expertise.
* Idea generating: researching and writing proposals, providing a summary of budget, time scales and communications.
* Professional content writing, including formal letters, scripts, and public and corporate announcements.
* Utilising my comprehensive knowledge of Microsoft programs and qualifications in Excel to report and communicate in a clear and visual manner.
* Maintaining strong external relationships by liaising with venues, hotels, AV providers, logistics, PR, agents, sponsors and suppliers to build rapport and trust.
* Co-ordinating and directing internal departments, including Design, PR, Social Media, Marketing, Training and Finance.
* Building relationships with high profile speakers and entertainment, including Dr Rangan Chatterjee, Al Murry, and Anton du Beke and Erin Boag.
* Hosting events, including collating background information on guests and briefing directors to enhance guest experience.
* Driving colleague engagement, including by creating monthly team briefs and quarterly colleague surveys.
* Proactively learning and improving, through consultation groups and continued professional training and qualifications.
* Founding and leading an internal forum for best practice in supplier negotiations.
* Dedicating time to lead committees on fundraising and engagement for partner charities: Children in Need and Ben.

**PA TO CEO**

Vertu Motors Plc

Dec 2015 – Aug 2016

* Working directly for the CEO, learning first-hand about the inner workings of the motor retail industry.
* Gaining experience at Plc Board level and becoming a trusted recipient of insider information.
* Developing excellent inter-personal skills by liaising with Board members, MPs and Global Franchise Directors.
* Initiating a new filing system for company archives to improve efficiency and security.

**GROUP TRAINING SUPERVISOR**

Vertu Motors Plc

Nov 2013 – Dec 2015

* Managing a team of three administrators and six regional trainers.
* Consistently delivering on all KPIs, as well as developing content, modernising delivery methods, improving attendee experience with mapping tools and holding individual monthly appraisals. I continue to mentor two of the administrators to date.
* Initiating and leading a team of developers to create a comprehensive Group training system.

**OUTBOUND CALL AGENT**

Vertu Motors Plc

Sep 2013 – Nov 2013

**ASSISTANT LECTURER – SPORT AND EXERCISE**

University of Derby

Sep 2012 – Jul 2013

* Assisting with academic modules; Anatomy and Physiology, Sport Management, Academic Skills and Applied Science.
* Preparing and delivering seminars, including formal presentations and laboratory practicals.
* Independently organising revision classes, and providing essay, presentation and exam practice sessions.
* Marking essays and exam papers in accordance to the Governing standards.

**EDUCATION & QUALIFICATIONS**

**University of Derby**

2012 – 2013

* Merit – Master of Research (MRes) Sport and Exercise with Honours in Sports and Exercise Sociology

**University of Derby**

2009 – 2012

* 2:1 Bachelor of Science (BSc) Sport and Exercise Science with Honours in Anatomy and Physiology

**Prudhoe Community Sixth Form**

2007 – 2009

* Sport Science, English Literature, Performing Arts (A Levels) Mathematics and Dance (AS Levels)

**Prudhoe Community High School**

2004 – 2007

* 10 GCSE Subjects

**ACHIEVEMENTS**

2020 Selected as a Mentee on the Fast Forward 15 development programme for Event Professionals, Volunteer for AgeUK and selected as an advisor on the DCMS Safer Events consultation group.

2019 Speaker at the BNC Global Events Show 2019 on “Giving Back as Event Professionals”

2018 Event Maker for the Great Exhibition of the North and nominated to meet The Duke of Cambridge

2017 Completed Great North Run for ALD Life

2015 Completed Tough Mudder for Children in Need

2013 Elected as Valedictorian and later ‘Steps to Success’ Alumni Panel Member

2010 – 2012 Awarded Student Representative of the Year, Faculty Representative of the Year and Students’ Union Colours

2008 International Dance Teachers’ Association, Grade 6 Classical Ballet

2006 Main Character for two years in the BBC Children’s TV programme Byker Grove

**REFERENCES**

Guaranteed references from leaders of Vertu Motors plc: Robert Forrester (CEO), Matthew Barr (HR Director) and Shaun Gallagher (Training Director).