

Charlie Lock

57 Nunhead Grove, London, SE15 3LX

charlie_lock@icloud.com • 07879550514 • www.charlielock.com

Senior Operations Manager & Experiential Producer

Accomplished event & experiential producer, with extensive senior-level experience in event operations, experiential production, event production, 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 in a range of environments for up to 30,000 attendees. Experienced in developing relationships with both internal teams and external stakeholders to help deliver high quality, profitable and time-sensitive projects. Experienced in managing event budgets of up to £500k.

**Event Production • Event Management • Experiential Production • Event Safety & Licensing
Business Management • Strategic Planning • Operations Management
Communication and Presentation • Relationship Development • Experiential Design**

Professional Experience and Achievements

Infinity Live & Beyond Pubs Ltd, Runcorn/London

10/2020 – Present

Owner, Venue Manager & Event Director

Transformed an unoccupied Grade II listed former courthouse and neighbouring 11th Century castle into a destination for the local community. Navigated complex land ownership, scheduling restrictions and licensing issues in order to be granted use of the space for outdoor events and subsequently conceptualised and implemented two new events. Assumed Project management, financial management, staffing & HR, design & marketing, stakeholder management and various other roles throughout the lifecycle of the businesses.

Key achievements:

- Managed the operation of The Castle public house through three lockdowns and various restrictions, turning over £500k+ and creating 15 new job opportunities, with minimal investment
- As Event Director, successfully introduced two events to Halton Castle for Summer 2022 attracting over 2000 attendees - the Halton Castle Beer Festival in partnership with CAMRA and the borough's very first Pride event run in partnership with a local charity
- Awarded New Business of the Year 2022 at the Halton Business Awards and attracted positive press coverage in the Manchester Evening News, the Times and other local publications

Bearded Kitten, London

03/2020 – 06/2020 & Ad Hoc Freelance

Freelance Senior Event Producer

Initially a full time senior producer position however cut short due to COVID. Responsibilities included assisting on event and experiential client pitches for high profile brands including Red Bull, Beavertown, Twitch and Liverpool FC. Then moved to a freelance basis assuming Production Management, Logistics Management and Venue Liaison roles for a large scale experiential project for Chase Bank.

Operations Manager/Partnerships Manager

Served as Partnerships Manager and Operations Manager 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 attracting up to 30,000 attendees per day
- 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, ensuring the smooth running of the festival.

Event & Experiential Producer

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 & event 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 delivered on time and on budget.
- 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.

Professional Development

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

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

Computer Skills

Microsoft Office, Google Docs, AutoCAD, Sketch Up,
Adobe Photoshop, InDesign, Illustrator, Social Media Platforms

Portfolio

Further details on past projects can be viewed on the link below.

<http://www.charlielock.com>