

# JAMES BOARDMAN

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With over 10 years spent working in live events, experiences and communications, the impact of Covid-19 has concluded my full time employment and inspired me to take on freelance project work. Over this time I've worked for two market leading companies; a full service technical production company and a creative agency, developing my skills and attributes in project management, account management and business development. The graduation of my roles gives testament to my ability to adapt, drive businesses forwards and quickly understand a new business landscape.

## KEY SKILLS

- **Communication** – I am a strong communicator. My career has been spent in client facing roles, delivering projects to exceed expectations, pitching new and innovative ideas and influencing decision making at all levels both externally and internally. Most recently reporting directly to the CEO, meant communication and fostering relationships was imperative to the success of my role.
- **Adaptability** – From working in fast paced environments learning quickly has become an essential skill. I joined the live events technical production industry with little technical experience and within 6 months was proficient in all audio-visual disciplines able to successfully deliver and problem solve complex installations. These skills continued to develop to help me sell and think creatively about our clients' problems that needed solving.
- **Problem Solving** – Something I am truly passionate about. All of my previous experience boils down to solving our client's problems in the most effective manner, bringing creative teams together to inspire the best ideas and seeing projects through to completion.
- **Organisation** – Balancing a number of professional and personal projects at once I manage my time in an effective manner with meticulous attention to detail to produce the quality of work that I have come to expect from myself. I endeavour to instil this ethos into project teams I am overseeing to ensure timely and accurate responses to briefs and project delivery.
- **Leadership** – Through my responsibilities of creating and delivering impactful event experiences I have developed strong leadership skills, inspiring and managing teams to deliver their best work. I have a consultative leadership style, priding myself in my pragmatism and collaboration to reach the most effective outcome.

## EXPERIENCE

2017-2020

**Stagestruck Ltd**

*Anstey, Hertfordshire*

### Head of Business Development

- Responsible for the growth of the business through new and existing client development.
- Leading teams on pitch proposals of up to 15 people to deliver creative concepts for new opportunities.
- Supporting Group Account Directors on their client's new project briefs.
- Working closely with the CEO on the strategic development of the company, heading up our outbound marketing and managing our pipeline and prospect reporting.
- During my time at Stagestruck, I was a key contributor to the company growth of 50% in revenue.

### Client Manager

- Leading on the Barclays account, strengthening the relationship to over double that years revenue.
- Accountable for the revenue and profitability of the account.
- Working closely with the production and design departments to deliver some unusual live projects.
- Oversaw an internal rebrand of the business to re-position us in the market.
- Helped drive an internal cultural change to move the business forward and operate more effectively.

2013-2017

**Blitz | GES Ltd**

*Elstree, Hertfordshire*

### **Account Manager**

- Fostering and developing key client accounts, reporting on revenue and profit margins, ensuring smooth delivery of all events, resource management, designing and specifying solutions for events.
- My client portfolio consisted of a number of world-renowned brands, investment banks and a collection of London's Museums with a broad spectrum of events.
- I have a successful track record of event delivery, happy clients and a reputation of attention to detail, consideration for staff welfare, on the spot problem solving and risk minimisation.

### **Project Manager**

- Having won 'The Eventice 2013' I was awarded a position with leading audio-visual supplier Blitz | GES.
- Working for the corporate end user client team my role as project manager saw the conception to completion of technical production projects for a number of high-end corporate clients.
- Specifying technical solutions for events including equipment and human resource to meet clients' needs and budgets.

2012-2012

**Brand Events - Top Gear Live**

*Earls Court, London*

### **Marketing Assistant**

- Management of digital media for Top Gear Live.
- Administration for a variety of live websites and the Top Gear Live team.
- Building of website content including images, graphics and text.

2010-2011

**Smyle Creative Ltd (University Industry Placement)**

*Hertford, Hertfordshire*

### **Event Executive**

- Providing administrative support within all aspects of the company.
- Taking the lead on events for clients and being the first point of call for all stakeholders involved.
- Procuring venues and suppliers for individual events including producing proposals and budgets.
- Heading up the integration of Smyle's sustainable management system in accordance to the British standard – BS8901.

## **EDUCATION**

June 2013

**Leeds Beckett University / UK Centre for Event Management**

*Headingley, Leeds*

- BA (Hons) Events Management - First Class Honours classification.
- Awarded the SJM Concerts Prize for Contribution.
- Studied a broad range of business management based skills including planning, finance, logistics and management as well as working on a number of live projects during the degree.
- Produced my dissertation for a UK major football club providing recommendations as to how they can increase the recycling rate using Social Marketing to influence the behaviour of fans.
- Volunteered as the Events Advisor for Leeds Beckett Student Union.

June 2009

**Hitchin Boy's School**

*Hitchin, Hertfordshire*

- 'A' Levels - Business Studies: B, Applied ICT: C, Art: C
- GCSE's - 1 A Grade, 6 B Grades, 4 C Grades.

## **PASSIONS**

- Self-professed music junkie with finger on the pulse of new music and developing artists.
- Freelance photographer specialising in live music, portraiture and documentary ([Online Portfolio](#)).
- I continue to develop my software-based skills including Adobe Suite – Lightroom, Photoshop, Premiere Pro and InDesign whilst remaining proficient in PowerPoint and Keynote.
- Set up a successful print store for my photography during lockdown and my time on furlough.
- Play in a soul classics function band as a bass player in my spare time.