

## **MASTERS DEGREE** MUSIC INDUSTRY MANAGEMENT & ARTIST DEVELOPMENT

UNIVERSITY OF WEST LONDON, LONDON COLLEGE OF MUSIC - EALING, LONDON, UK.

2016 - 2017 The modules of the course developed entrepreneurial and transferable skills across a wide range of music business disciplines which included; Artist and Repertoire, Independent Label Management, Live Event Management, Copyright Law, Leadership and Creativity and Research Methods in the Arts.

## **BA (HONS) 2:1** DIGITAL MUSIC

SOUTHAMPTON SOLENT UNIVERSITY - SOUTHAMPTON, U.K.

2013 - 2016 Studied a broad range of modules including, Music for Computer Musicians, Electronic Music in Historical Context, Digital Music Technology, Digital DJing, Composition for Computer Musicians and music for Film. Acquired a wide-ranging skillset suited for a variety of roles in the Music Industry including producing electronic music, studio-based third-party production, creating music for online media, DJing and live performance, mixing and mastering, label management, music promotion and composing for film and media.

## **PERSONAL LICENCES**

**PERSONAL LICENCE LEVEL 2 AWARD**

**PERSONAL ALCOHOL LICENCE QUALIFICATION (APLH)**

CPL Training Group Limited - Southampton, U.K.

**DBS CHECK**

NOV 2020

**FLOW HOSPITALITY TRAINING**

All Modules Completed

## **EXPERIENCE**

### **SIMMONS BARS** ASSISTANT GENERAL MANAGER

28 MAPLE STREET, FITZROVIA, LONDON, UK.

APR 2022 - PRESENT Managing Simmons Bar Fitzrovia, a 220 capacity venue open until late Monday to Saturday with a lovely large heated and covered outdoor seating area, 100 capacity function room with three themed disco caves, DJ's every weekend, and the greatest Happy Hour that London has to offer!

- Ensuring that the day-to-day running of the bars operate in an efficient and professional manner with a high level of customer satisfaction and within the limits of it's licence at all times.
- Managing and scheduling staff, ensuring that all are well trained and trialling and hiring new staff when necessary.
- Maintaining the venue, ensuring that the cleanliness and hygiene of work areas, equipment, appearance and uniform of all staff are always of a high standard and within the company guidelines.
- Following all health and safety regulations and maintaining a safe work environment at all times.
- Liaising with security staff regarding the running of the venue and logging any incidents which take place.
- Ensuring all bookings have an appropriate area reserved, taking requests into account as much as possible, and having all pre-orders ready.
- Reporting daily to the senior management team regarding trade, maintenance and bookings.
- Ordering wet stock, dry stock, glassware and managing stock effectively. Monitoring the control of perishable goods, breakages and all types of stock to minimise wastage and control stock levels.
- Covering multiple Simmons sites across London including Kings Cross, Piccadilly, Fitzrovia Putney, Angel, Tower Bridge, Mornington Crescent, Farringdon and Old Street.
- EON/EOW reporting, sending hours/holiday to payroll, floating tills, carrying out safe checks, cashing up and bank revenue

### **AUG 2021 - APR 2022** ASSISTANT GENERAL MANAGER

7-9 KENTISH TOWN ROAD, CAMDEN, LONDON, UK.

Managing Simmons Bar Camden Town located right next to Camden Town station, in the heart of all the action. A 180 capacity venue boasting the Simmons FIVE hour long Happy Hour, a super fun retro games console, DJs Thursday - Saturday and a speakeasy basement can be hired out for private parties.

### **MAR 2021 - AUG 2021** ASSISTANT GENERAL MANAGER

31 UNIVERSITY STREET, BLOOMSBURY, LONDON, UK.

Managing Simmons Bar Euston Square, a 140 capacity venue quirky late-night cocktail bar that proudly takes its place in a historic pub with DJs after 8pm Thursday - Saturday and a function room available for private hire.

### **OTB VENDORS** BRAND & MARKETING MANAGER

SOLENT BUSINESS CENTRE, MILLBROOK ROAD, SOUTHAMPTON, UK.

JAN 2021 - JUN 2021 Managing socials, designing a website, creating illustrations, taking photographs and creating social media content for OTB Vendor's product the 'Draughtinator', the worlds first truly self-service automated bar within a square meter which offers draught, soft drinks and spirits.

### **SWITCH NIGHTCLUB** BAR MANAGER

127 ABOVE BAR STREET, SOUTHAMPTON, U.K.

SEP 2019 - JAN 2021 Working in the 1250 capacity venue in the centre of Southampton, Switch Nightclub brings the world's best DJs to the South Coast.

In a city heavily influenced by its large student population, Switch perfectly caters to the needs of an ever-growing house and DnB scene.

- Managed and oversaw all day to day operations of the bar with responsibility for up to 30 staff members on any given day or night.
- Had overall responsibility for the top floor of the nightclub, including a ten bartender capacity bar, cloakroom, 7 VIP booths, balcony and bathrooms.
- Recruited, trained and developed new employees to create a diverse and solid team of staff.
- Created an inviting and upbeat work environment for staff and patrons alike.
- Maintained constant communication between all members of management, security, front of house, promotional team, VIP hostesses, floor, bartenders and bar backers to provide smooth operations in an extremely high volume environment in person and via radio.
- Effectively handled customer complaints, people in need of first aid, intoxicated guests and dealt with special requests.
- Assisted bartenders in maintaining adequate stock supplies for the bar, changed kegs, post-mix and gas when needed.
- Made sure bartenders were recording drinks wastage, refusals, conducting half-hourly bathroom checks and managing rubbish while also maintaining their personal work area and the bar as a whole.
- Ensured that all opening and closing tasks were completed quickly and correctly to prepare for the next day of operation.
- Monitored all wastage, free drinks vouchers and refusals and conducted a weekly stocktake of the whole nightclub.
- Assisted with ordering and maintaining and stocking all bar items and cleaning supplies, conducted draught line cleans and managed the cellar.
- Keyholder for the Nightclub, received, signed off on and unloaded incoming stock deliveries.
- Maintained all company procedures relating to cash controls and closing duties including counting and refloating tills and the safe.
- Worked closely with the General Manager daily managing back of house running including following procedures and licensing, creating staff rotas, general admin tasks, banking and change runs, processing paperwork and conducting interviews and disciplinarys.

**BAR SO16 SOCIAL MEDIA MARKETING MANAGER**

228A BURGESS ROAD, BASSETT, SOUTHAMPTON, UK.

- Coordinated the smooth running of the social media marketing for the venue, drastically increased followers, likes and engagement on all platforms.
- Organised, diarised and executed social media campaigns and maintaining a strong on-going social media presence.
- Created original digital visual assets for Bar SO16's Facebook and Instagram accounts using Adobe Creative Suite and Canva.
- Interacted with customers on Instagram and doubled Instagram followers within the first two weeks of employment.
- Responsible for the on-going analysis and reporting of all social media campaigns and content work.

**BAR SO16 BARTENDER**

228A BURGESS ROAD, BASSETT, SOUTHAMPTON, UK.

- Prepared and served drinks orders while maintaining a clean and organised work area.
- Displayed friendly, outgoing and energetic behaviour to create a warm atmosphere for customers.
- Confirmed customer's ages (Challenge 25) and discontinued service to intoxicated guests.
- Set up the bar for operation and close down. Thoroughly cleaned and sanitised work areas including mopping and sweeping, washing display cases, wiping down prep areas and equipment, washing utensils and dismantling and cleaning pot wash machine.
- Key holder for the Bar, often solely managing the venue during shifts.

**OKTOBERFEST SOUTHAMPTON HOSTESS**

GUILDHALL SQUARE, SOUTHAMPTON, U.K.

- Hostessing at the three day Southampton Oktoberfest event in Southampton's Guildhall Square in the City centre featuring a full German Beer Marquee with a live Oompah Band and DJ, food stalls selling Bratwurst, Hanz the Butcher Hog Roasts and a Lederhosen Bar.
- Confidently received and welcomed guests upon arrival of the event and escorting them to their tables.
- Suggestively up-sold beverage and food items to guests, managed cash transactions.
- Served guests authentic Steins, wines, spirits and soft drinks efficiently and ensured the tables were clean and cleared empty of glasses.
- Monitored my assigned guests, predicted their needs and quickly responded to requests while coordinating with other hostesses to ensure that all customers needs are being met.
- Delivered the highest quality service while displaying friendly, outgoing and energetic behaviour to create a warm, fun atmosphere for customers.

**CONDÉ NAST TRANSCRIPTIONIST**

- Transcribing freelance for the bi-annual British style magazine, LOVE.

- Evaluated and interpreted audio and video dictation, maintained accuracy, recognised terminology, discrepancies and proper formatting.
- Adhered to deadlines, remained mentally engaged and focused on tasks for lengthy periods of time and maintained strict confidentiality and privacy.

**SWITCH NIGHTCLUB BARTENDER & VIP HOSTESS**

127 ABOVE BAR STREET, SOUTHAMPTON, U.K.

- Consistently delivered the highest quality service while preparing drinks orders using correct techniques and taking customer payments in a fast-paced environment.
- Demonstrated awareness of liability issues and the law by confirming legal drinking age and discontinuing service to intoxicated guests and identified when to call behaviour to the attention of management.
- Set up the bar for operation as well as closing the bar down.
- Maintained a clean and organised work area. Thoroughly cleaned and sanitised the bar areas including mopping and sweeping, wiping down all areas and equipment, washing utensils and dismantling and cleaning machinery.
- Confidently received and welcomed guests upon arrival of the club, escorting them to their private VIP booths and preparing their drinks order.
- Checked-in on the VIP guests and coordinating with other hostesses to ensure that all guests needs are being met.
- Answered questions concerning menus, drinks options and performing artist schedules
- Ensured premium customer service while maintaining a pleasant and professional appearance.
- Attained and surpassed all sales goals through up-selling.

**REVOLUCIÓN DE CUBA SALES & EVENTS COORDINATOR**

123-125 ABOVE BAR ST, SOUTHAMPTON, UK

- Assisted in opening and launching Revolucion de Cuba, Southampton, an 860 capacity site located in the heart of the city centre.
- Dealt with a vast range of clientele and bookings including special occasions, corporate events and full venue hire.
- Created outbound sales via phone and face to face to exceed targets.
- Introduced new and current businesses to the venue and expanded the existing database of venue contacts.
- Completed a large list of varied callbacks, handled all customer correspondence and complaint handling.
- Effectively and professionally communicated with all levels of the team, customers and third parties via telephone, email and in-person representing the venue appropriately at all times and assisted the Sales and Events Team in meeting the venue's pre-booked revenue targets.
- Proactively sold and up-sold food, drink and activity packages and products.
- Drove bar revenue by taking part in company initiatives, implementing outbound sales techniques and initiating new marketing ideas.
- Dealt with daily booking and online reservation system administration, including processing booking/event payments and processing invoices.
- Liaised with the operations team about any bookings or events that were planned for the upcoming week and how they should be delivered.
- Hosted and co-ordinated bookings, functions and events operationally, alongside the venue's management, bar and waiting team.
- Maintained and created content for social media pages i.e. Facebook, Twitter & Instagram.
- Responsible for own KPI, ensured that revenue targets were being reached and planned a monthly schedule for social media posts.

**CENO BAR & RESTAURANT BARTENDER & WAITRESS**

119 HIGHFIELD LANE, PORTSWOOD, SOUTHAMPTON, UK.

- Accurately recorded orders and partnered with team members to promptly serve food and beverages while delivering the highest quality service.
- Prepared alcoholic beverages using correct techniques, liquid measurements and garnishes.
- Regularly checked on guests to ensure satisfaction.
- Maintained knowledge of current menu items, garnishes, ingredients, and preparation methods, answered questions about menu selections and made recommendations when requested.
- Routinely cleaned table linens, table settings, glassware, windowsills, carpets, counters, floors, storage areas, and service refrigerators.

**JUNK NIGHTCLUB SOCIAL MEDIA & MARKETING MANAGER**

55 BEDFORD PLACE, SOUTHAMPTON, UK.

- Junk Club, Southampton (DJ Mag Best Small Club 2013) is the South's longest-running Underground focused music venue and world-wide brand with events in Berlin, Amsterdam, Ibiza and The U.S.
- Involved in all aspects of the club including digital content creation, social media management, implementing marketing strategies, brand creation, promotional team management, ticket sales, artist liaison, relevant office admin, photographing and recording club nights.
- Organised, diarised and executed strong social media campaigns for all events whilst also managing a strong on-going social media presence relating to the venue and brand's personality and history.
- Curated the pages to be fun and engaging whilst also informative to ultimately drive customers into the venue.

- Gave customers the Junk experience as much externally through social platforms and showed them what the club is all about - good music, great sound, intimacy, vibrancy and ultimately the no. 1 club on the South Coast.
- Created original content for all platforms, designing promotional material, social media posts and video content for Junk's Facebook, Instagram and Twitter accounts using Adobe Creative Suite.
- Put together a calendar and scheduled strong social media content using HootSuite to maintain a regular output from all platforms, ensured calendar was at least 8 weeks ahead of promotion.
- Developed, launched, and optimized paid online advertising campaigns on both Facebook and Instagram and used Mailchimp for email marketing.
- Significantly increased followers, likes, engagement and interaction on all platforms.
- Strategized and implemented new marketing strategies to promote events while also engaging with customers and upcoming artists.
- Managed Junk's Facebook, Instagram and Twitter accounts answering messages and questions, engaging with customers and upcoming artists.
- Increased Junk's website traffic - wrote articles, sourced mixes and suggest live stream dates.
- Engaged with top customers, offered rewards and ran competitions on social media.
- Created events for upcoming club nights taking place at Junk Nightclub on Resident Advisor, Fatsoma and Skiddle.
- Monitored ticket sales and ensured ticket warnings and announcements are posted on event pages and that they were constantly engaging - 50x sales per day minimum.
- Recruited, hired, managed and supervised an in house team of student representatives to promote the venue.
- Created 'Junk Family' membership card, wristband and Facebook group of the same name consisting of 200 of the venues regular customers who promoted the club's events online in exchange for free entry and queue jumps at all of Junk's events.
- Communicated with members and monitored their promotional activities on social media.
- Responsible for the on-going analysis and reporting of social media campaigns and content work, monitoring the effectiveness of campaigns, capturing data, measuring performance using Google Analytics and amending campaigns to reflect trends.
- Produced campaign reports using analytic tools (Google and Social), ensuring digital traffics, stats and ROI are diligently reported back to the Events Director, General manager and Club Owner on a weekly basis.
- Researched top social media practises and reported on industry trends and competitor strategies.
- Liaised with artists; e.g. Peggy Gou, Secretsundaze, PAWSA, Icarus, Artwork, Skream and Dusky etc.

**JUNK NIGHTCLUB**  
OCT 2017 -  
MAR 2018

### **EVENT MANAGER**

55 BEDFORD PLACE, SOUTHAMPTON, UK.

- Set the venue up for operation on club nights.
- Captured the most exciting parts of Junk's events/club nights on both photo and video for their social media platforms.
- Engaged with customers on the night on social media via Facebook and Instagram live.
- Engaged with DJs/artists to gather social media content and quotes - DJs talking about Junk to gain endorsement.
- Set up the DJ Booth, confirmed tech rider and made sure hospitality rider was set out.
- Printed out the Guestlist and Ticket lists.
- Placed event flyers ready for exit flyering by reception staff.
- Made sure that promotional posters behind bars and across venue were relevant / in date.
- Briefed street team and promotion team briefed with tonight's event information.
- Made sure front of house team was ready to open and had the guest list.

### **OFFICE MANAGER**

32 WINDSOR ROAD, TOTTEN, SOUTHAMPTON, UK.

Future Music produce the hugely successful national Open Mic UK music competition, discovering artists including; Birdy, Jacob Banks, Luke Friend, Jahmene Douglas and Lucy Spraggan.

- Provided a full secretarial/administrative support to the company director.
- Carried out routine administrative duties - dealt with emails, post, filed, photocopied etc.
- Responsible for answering & screening telephone calls & face to face enquiries.
- Reminded the manager of important tasks and deadlines.

**OPEN MIC UK**

### **WEBMASTER, ENTRIES & EVENTS COORDINATOR**

32 WINDSOR ROAD, SOUTHAMPTON, UK.

SEP 2017 -  
OCT 2017

Open Mic UK is a live music competition for singers, vocalists and solo artists. Acts compete at regional auditions to get the chance to perform live at live music showcases to reach an annual national final. The event, which offers a recording contract and investment to the final winner, was described by Joel James of BBC York & North Yorkshire as "one of the toughest competitions in the country.

- Was the voice on all enquiries via master email accounts, telephone and post.
- Organised, maintained and built upon all competition entries.
- Was responsible for all website listings on the internet to encourage and promote the company's events while applying the best SEOs.
- Promoted Future Music and Open Mic UK competitions across social media.
- Helped to maintain existing and grow social networking sites and managed the company's filmed footage and YouTube platforms.
- Had overall responsibility to ensure all relevant documentation, promotional material and any other provisions were in place well before the weekend's events.
- Attended and ran competition events across the UK on weekends, directed team members and managed live show contestants.
- Transcribed judges' feedback from live shows using WordPress, applied the most effective SEOs and hyperlinked comments to other website posts.
- Undertook general website maintenance.

**RIVER STUDIOS**

### **ADMINISTRATIVE ASSISTANT**

32 WINDSOR ROAD, SOUTHAMPTON, UK.

SEP 2017 -  
OCT 2017

- Had ownership of all aspects of the recording studio's reception.
- Dealt with all general public queries via email, phone calls and on social media sites.
- Managed the diary and all studio bookings and undertook research and online marketing tasks.
- Encouraged business for River Studios by promoting brand awareness and the company's services to clients and on Facebook, Twitter and forums.
- Approached potential clients not limited to the recording studio, producer and singing clients but hirers of the rehearsal rooms and dance studio also.
- Ensured knowledge of how to set up a dance studio, recording studio, practice and rehearsal rooms for all potential setups and ensured all staff were trained to have the same knowledge.

**SOLENT UNIVERSITY**

### **DIGITAL MUSIC COURSE REPRESENTATIVE**

EAST PARK TERRACE, SOUTHAMPTON, UK.

MAY 2013 -  
JUL 2016

- Part of a 'pyramid structure' of representation for students of the BA Digital Music course, the first link that the University has with learners' views.
- Took students' views to the next level which fed up through the layers to reach the student officer at the highest point. This meant that every student has a direct link to the board of governors of the University.

**CLARA MILLAR CREATIVE**

### **PHOTOGRAPHER, VIDEOGRAPHER, GRAPHIC & WEB DESIGNER**

LONDON, UK.

SEP 2010 -  
PRESENT

- London based freelance Photographer, Videographer & Graphic Designer.
- Shooting, editing and creating for a range of events and businesses covering Weddings, Corporate, Club Nights, Charity Events, Headshots, University Events and Fashion Shows.
- Portfolio of clients across the UK and Ireland including My Red Border, Oceana Southampton, Bar SO16, Docklands Festival, University of Southampton, Junk Nightclub, Pryzm Portsmouth, University of Southampton Student's Union, OTB Vendors, Switch Southampton, Temple Bar Cultural Trust, On A Mission In The Park Festival, Slick Sounds, Southampton General Hospital, Simmons Bars and Alexandra College Dublin.