

JESSICA DYER

Marketing and Events Undergraduate



SUMMARY

Results-driven professional with experience in marketing, customer service, and events. Skilled at delivering seamless, impactful campaigns and experiences that align with brand goals and captivate audiences. Known for exceptional organisation, adaptability, and a creative yet strategic approach, I thrive under pressure to ensure every detail contributes to measurable success and customer satisfaction.

EDUCATION

Oxford Brookes University

BA (Hons) Marketing and Events Management
2023 - Current

Hurstpierpoint College

Higher Education - A,A,A,A at A-Level
2016 - 2021

SKILLS

- Budgeting & Management Skills
- Digital Marketing & Marketing Strategy
- Event Management Planning
- Critical Thinking & Creativity
- Leadership & Teamwork
- Customer Service & FOH skills
- Content Creation
- Communication & Stakeholder Management
- Technical & Design Tools
- Fundraising & Sponsorship Acquisition

CERTIFICATIONS

- InvestIn Psychology Summer Internship Course
- First Aid Level 2
- Duke of Edinburgh Silver Award

PROFESSIONAL EXPERIENCE

Head of Marketing

Rugby All-Stars | Part-time | 2023 - Present

In this role, I developed and executed strategic marketing and promotional plans using both digital and traditional methods. Responsibilities included capturing high-quality professional images of events and training sessions, creating engaging content for the business's Instagram page, and ensuring safeguarding standards were upheld for under-18 and school-related events. This position enhanced my expertise in strategic marketing, content creation, and event organisation, providing valuable experience in managing diverse marketing campaigns and delivering impactful results.

Operations & Events Coordinator

Focused Events Ltd. | Part-time | 2022 - 2024

During my tenure at Focused Events, I successfully contributed to the team at high-profile motorsport events across Europe, gaining invaluable experience in leadership, event organisation, and client relationship management. I worked with international clients at motorbike circuits in Spain & Portugal, ensuring seamless event execution. My responsibilities also extended to administrative and safety management for dealership events across the UK and Ireland, with key clients including BMW and Kawasaki Motorrad. This role sharpened my ability to manage complex logistics, maintain high safety standards, and deliver exceptional client satisfaction in a fast-paced, dynamic environment.

Agency Production & Events Assistant

BradleyDyerRaw | Full-time | 2021 - 2022

At BDR, I contributed to the planning and execution of high-profile client events for prestigious brands such as Disneyland Paris and Savills Real Estate. This role allowed me to develop essential time management skills while coordinating bookings and events for both public and VIP audiences. I played a key role in creating immersive and memorable experiences, adapting to the unique needs of each client and event. This position honed my ability to manage complex logistics, maintain attention to detail, and deliver exceptional service under tight deadlines.