

DAVID SILBER'S CV EVENTS & MARKETING

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PERSONAL STATEMENT

I'm looking for a role, in Events, marketing or both, and willing to work hard for the opportunity. I'm a very hard worker and I believe business is ultimately about getting the basics spot on. If you get the simple things right you will succeed, and I will do whatever it takes to succeed.

Being a seasoned event Producer / Senior Project Manager working with events of up to 10,500 people combined with excellent digital and offline marketing skills, creative flair with a hands on approach, passion, drive, enthusiasm and the desire to join a fast growing company / agency. I currently run and own the largest Fireworks display or event in Harrow, Barnet, Hillingdon, Ealing, Borehamwood and Elstree with over 10k in attendance which is expected to grow by 25% in 2016. The event also includes a large local sponsorship program that helps pay for the event running costs, 2015 saw that program ROI reach £10,000

I also have a proven track record in **marketing and digital marketing. Strong skills in SEO, SEM, PPC and Social Media.** I enjoy working in a team environment, though also proven to work efficiently and effectively on my own. Either working to a plan or using my initiative, I am very resourceful with strong organisation and planning skills. I have the ability to adapt to ever changing environments and situations.

KEY SKILLS AND TRAINING

- Events
- Overseeing event delivery
- Resource planning and coordination of delivery
- Ensuring SLA's are maintained
- Supplier management and negotiation
- concession sales
- Budget creation
- Onsite event management
- Preparation of production schedule
- Event gold command / Central
- Sponsorship sales
- point of client contact
- SEO.
- Content marketing.
- E commerce strategy.
- PPC.
- Social Media and networking.
- Facebook shop. implementation.
- Link building.
- Content creation, ad copy.
- Media Buyer.
- Website design.
- Website ROI implementation.
- Email marketing.
- E commerce platforms
- Internet marketing.
- Digital Media Sales.

EMPLOYMENT HISTORY

July 2015 Till present

Position - Event producer

Harrow Brent and Barnet fireworks festival 2015 .

Harrow fireworks festival founded in 2012, is now the largest event with an extensive marketing campaign both offline and digital. 2015 saw the event tackle the massive undertaking of gaining event sponsorship and advertising. Please see our sponsorship video for 2015: <https://www.youtube.com/watch?v=ArirRiP3edo> . www.harrowfireworks.co.uk

Responsibilities

- Gold command
- Project Manager
- Onsite event management
- All digital marketing
- All offline marketing
- Managing a team of 70 managers and staff
- Council negotiations
- concession sales
- managing traders, exhibitors and sponsors
- Sponsorship sales of £10,000
- Booking entertainment
- Booking traders and vendors
- Supplier management and negotiation
- Public relations
- Website maintenance
- Negotiations with ticket reps, including Wocher.co.uk
- Bringing onboard sponsors to help fund the event.
- Financial control of income and expenditure

Achievements

Harrow Fireworks is now the largest event in Harrow, Barnet and Hillingdon with over 10,000 people in attendances. For the first time bringing on board sponsors to help fund the event. Page 1 google impressions on 3 of our websites on 100+ key terms and phrases.

February 2014 - July 2015 Digital manager

Position – Digital manager and events manager

Pride Life Magazine and Pride in London.

Pride Life Magazine is the leading LGBT+ magazine in the UK with a print run of over 250,000. Pride Life is the magazine and advertising arm of Pride In London. With a readership of almost 1 million of their printed magazine, 25,000 app downloads and over 1.5 million hits to their website. With ad revenue upwards of £500,000 a year

For 2 years running I arrange Pride life and there sponsors exhibition stands at LONDON PRIDE EVENTS

Responsibilities

I have been tasked with building and maintaining the digital arm of the business. My remit was to develop the E-commerce platform and turn that platform into a brand using the website as an information portal, with as many revenue streams as possible. To develop and implement a digital strategy that encompasses, **E-commerce strategy development, SEO, content marketing, social media, digital sales, paid ads, website maintenances and newsletter distribution.**

For 2 years running I arrange Pride life and there sponsors exhibition stands at LONDON PRIDE. It was part of my role to Arrange up to 6 sponsored companies to promote themselves at the London Pride events to 1.6 million people. I was responsible for the event planning for up to 6 exhibition stands on London's Trafalgar square. The delivery, timing and logistics, event opening and closing and safety were among my top responsibilities. I was also responsible for Pride Life and its sponsors role in the London Pride Street parade, this involved assembling a street team, a parade team, a promotion team and a vehicle in and around the parade.

Achievements

- Project Manager
- Strategically planned our new website design.
- 2 Year successful events at London Pride event.
- Responsible for up to 6 exhibition stands at London Pride Event.
- assembling a street and events team for the London Pride parade.
- Negotiations with London committee.
- Extensive experience project managing digital projects.
- Designing and implementing digital E commerce platforms
- E commerce an digital strategy
- Moneytising digital platforms
- Maximizing ROI from digital and E commerce
- Experience of enterprise level CMS
- Wordpress
- Completed an ecommerce strategy.
- Designed our ecommerce platform.
- Developed our ecommerce presence.
- Championing and designing our new revenues streams including our directories, our shops and our advertising platform.
- Developing our SEO strategy, and leading the implementation of that strategy.
- Increased our web traffic to 80,000 a month so far.
- Built and evolved from scratch, our social media network.
- Have help gained over £750,000 in sales from our digital arm.
- Email marketing to a subscriber base of tens of thousands.

July 2014 - December 2014 Event producer and marketing manager - HARROW Fireworks displays.

- Event producer
- Onsite event management
- Financial control of income and expenditure
- Constructed and implemented the entire **On-line** and **offline** marketing campaign.
- Designed and Implemented **Social networking** campaign.
- Page one listings for many key terms.
- Constructed all **fresh content** for **articles**,
- **Email marketing** with Mail chimp

July - December 2013 / 13/ 12 Event producer and marketing manager - HARROW Fireworks displays, Slough fireworks display

- Location 1 - Harrow. Location 2 , slough
- Onsite event management.
- Financial control of income and expenditure

Nov 2009 – July 2013 Media Market Online. Online account manager for a digital marketing agency

- Account manager.
- **Content creation, ad copywriter.**
- **SEO** campaign implementation.
- **Social media** implementation.
- **PPC** campaign management.
- Monitoring and managing **social media** channels.
- **Link building.**
- Working knowledge of **Google analytics**
- **Video** optimisation
- Liaising with both clients and agency staff, to ensure communications are continued.
- Outsourcing media.
- Outsourcing contracts.
- Media buyer.
- Marketing space buyer and distributions.

Nov 2008 - Nov 2009 O AND C - Online entertainment company . Online marketing manager

Nov2006 – Oct 2008 Yahoo search marketing. Account manager

- Promoted from sales executive and then moving up to an accounts manager.
- Use of sales force software package.
- Up-selling any Additional services and increasing spend per head.
- Coordinated and responsible for clients monthly budgets, for campaigns ranging from £1000 P/M - £10,000 P/M

Oct 2003 - July 2006 University NUS entertainments officer

Elected 3 years running

QUALIFICATIONS AND TRAINING

Course	Place of study	Dates
• Degree in computer science & internet tech	Cambridge Campus: Anglia Ruskin university	2000 - 2003
• Degree in business	Cambridge Campus: Anglia Ruskin university	2003 - 2006
• GAP qualified / Google Adwords Accredited	Online	2010

OTHER EXPERIENCE

- Extensive experience in project managing digital projects.
- Extensive experience in large scale events production.
- Food hygiene
- British pyrotechnics association cert L1
- Excellent communicator and confident presenter with strong interpersonal skills.
- Identifying the target audience for media campaigns and deciding how best to communicate to that audience.
- Liaising and building relationships with clients and companies.
- Collecting and analysing sales and consumer data.

