

Curriculum Vitae



I am a hard working, versatile and inherently creative individual with solid project management, interpretation, volunteer management, marketing and events experience in arts and heritage venues, demonstrating real results in terms of increased visitor figures, audience engagement and legacy relationships.

I have a proven track record of creative solutions to audience engagement, especially regarding HLF funded projects and specifically with hard to reach groups.

With excellent interpersonal and communication skills, and as a successful self motivator, I work equally well on my own or within a team dynamic.

I am passionate about the ability of heritage spaces and collections to facilitate positive change through experience, and I am driven to work tirelessly on projects that will enable greater understanding and enjoyment of these by visitors, staff and volunteers, now and into the future.

I thrive under pressure and enjoy new challenges

KEY SKILLS

- Marketing & PR Communication
- Organisation
- Administration
- Theatre / performance
- Management (volunteers & employees)
- Project management
- IT (MS Office, Adobe Creative Suite)
- Graphic Design
- Business development
- Creativity
- Events planning and delivery
- Copywriting
- Fundraising
- Team working
- Building and sustaining effective partnerships

EMPLOYMENT

Freelance / Consultancy

Nov 2010 - Present

Organisation / Project	Role	Relevant Experience
St Agnes Chamber of Commerce	Projects Officer <i>Jan 2014 - October 2014</i> <i>July 2015 - Present</i>	4 days per month. Innovating events and projects which will actively engage the community with St Agnes thereby driving the economy here and promoting local business. Planning, Programming and Delivery of Annual 'Outsider' festival. A 3 day festival of the Outdoors with arts, heritage, sport and culinary aspects.
Tunbridge Wells Museum & Art Gallery	Marketing and Audience Development Consultant <i>Feb 2013 - May 2013</i>	Appointed to report on current position and recommend for future audience development work to target audiences in line with Borough Council's objectives, and to inform the writing of a new audience development plan (last revised 2006) Key responsibilities included: Research on current position with audience engagement and outreach (including consultation with current audience about what is working and what isn't), research new groups for outreach opportunities, assess current marketing activity and recommend improvements, recommend activities and propose strategy for engaging target audiences

Annalise Harvey Bridal & Occasionwear	Proprietor 2010 - 2014	My own Award-winning Bridal fashion label - established 2010. Key responsibilities included: Conceived and designed Brand Identity at inception. Management of day to day running of business, client interface, ordering, invoicing, marketing and PR, brand awareness, as well designing and production of gowns. Successful track-record of news coverage and demonstrable growth in client base. Maintaining website, and online presence including social media and regular blogging. Took this from a turnover of £3000 - 27000 within an 12 month period
Rochester Cathedral Hidden Treasures; Fresh Expressions	Interpretation Advisor Dec 2011 - September 2012 Feb 2013 - December 2013	Key responsibilities included: developing creative content for exhibition, audience development and outreach elements of Round 2 Heritage Lottery Fund bid (£3.5 million) for project entitled Hidden Treasures Fresh Expressions designed to reveal hidden treasure of Cathedral collection and widen participation and access to the country's second oldest Cathedral. The grant was successfully won in Feb 2013
Rochester Cathedral Ancient Stones; Untold Stories	Guide Training Consultant Dec 2010 - August 2012	Developed the Cathedral's first accredited Guide Programme in association with Institute of Tourist Guiding with a view to understanding what the customer requires thereby improving customer service. Key responsibilities included: Market and historical research, programming, recruitment, training delivery, project management and examination of candidates to achieve Level 2 ITG Award, evaluation at end of project.
Plymouth University / BBC Radio Cornwall / Lord Lieutenants Office Main Sponsors for Diamond Jubilee Arts Project	Project Co-ordinator March 2012 - July 2012	Cornwall's county wide celebration of the Diamond Jubilee was an art competition for every child (age 5 - 18) in Cornwall and the Isles of Scilly. Three categories, still and moving image and creative writing. Nationally recognised panel of judges. Key responsibilities included: Developing outreach programme with volunteer student team from Plymouth University (PU) which reached over 600 pupils, project management of judging and award process, developing marketing materials, handling PR in collaboration with PU comms team.
Multiple Companies/ performance venues	Costume Designer July 2002 - 2012	Extensive Costume Design experience across a wide range of theatre companies and venues, including Linbury Studio (Royal Opera House) National Ballet of Ireland, English National Ballet School, The Scoop (open air theatre on London's South Bank) and most recently Sadlers Wells main stage (2011 / 2012) Key responsibilities included: delivery of costumes on time and on budget, sometimes under extreme time/budgetary constraints, team working, leadership, independent working, creativity

EMPLOYMENT

Permanent

Organisation	Role	Relevant Experience
Aggie Arts	Owner	Recently taken over as lead on this small company which organises on demand Arts and Crafts workshops to visitors and locals alike. I am lead tutor teaching classes and workshops in textiles and sewing based crafts and I project manage the delivery of a diverse range of classes including Pasty Making, Wine Tasting, Photography and much more. www.aggieartscs.co.uk

Organisation	Role	Relevant Experience
<p>Rochester Cathedral</p> <p>September 2008 - October 2010</p>	<p>Interpretation Manager</p> <p>Relocation due to husbands job and saw opportunity to go freelance</p>	<p>Creative Director of HLF funded project (£1million) Ancient Stones; Untold Stories which won a Medway Culture and Arts Award for Best Tourist Attraction in 2010.</p> <p>Key responsibilities included: Managing organisation wide re-branding of Cathedral in association with ASUS project. Marketing & PR (authoring a 3 year marketing and audience development strategy, creative copy-writing, press releases, advertising, media contact) maintaining and updating relevant pages of website, volunteer management (350 in total, 80 direct reports), evaluation.</p> <p>EVENTS:</p> <p>'Eyes Wide Open'- Interactive site specific exhibition of art work by sight impaired elderly participants of the Kent Association of the Blind Medway Art Club. Concept developed in partnership with local artist Wendy Daws. BUDGET £1700</p>
<p>Rochester Cathedral continued...</p>		<p>Totally Monked' - Innovated and project managed a highly successful site specific living history event throughout heritage sites in Rochester. Five re-enactors sited throughout the town revealed the monastic heritage of these every day spaces to some 1500 visitors throughout the day. Interactive activity card / map, supporting website inc. guestbook and downloadable images of the day. Partnered with Medway Council and BBC SE Learning, the latter of which used the event as their flagship event for the launch of the 'Hands on History - the Normans' campaign in the South East region. BUDGET : £2,900</p> <p>'The Tudors'- Innovated and project managed a month long celebration to highlight Rochester's links to Tudor England in the 500th year since Henry VIII's accession to the throne. Originated partnership between Rochester Cathedral and Medway Council who co-funded the season and supported with free publicity and distribution of 5000 flyers. Event included; interpretative re-enactment of now infamous Henry meeting 4th wife Anne of Cleves (700 visitors over 2 performances in Rochester High Street) free Tudor dancing workshops in Cathedral Nave (750 visitors over the course of one day -nearly 3 times the like for like figure of previous years), site specific Tudor Feast art project run with Foundation Degree students from University of the Creative Arts (Rochester Campus) who worked with local primary schools, themed food in Cathedral Tea Rooms, exhibition highlighting two Rochester Bishops who were martyred either side of the Reformation for their refusal to adopt the monarchs faith. BUDGET £3000</p>
<p>English National Ballet School</p> <p>Sept 2007 - May 2008</p>	<p>PA to the Director</p> <p>Interim Role</p>	<p>Key responsibilities included: communication with boards of directors and parents sometimes regarding very sensitive issues. Preparation of board papers, and setting up and catering for meetings of the same. Project management of school events and performances, design and production of tickets, managing box office, implementation of office procedure for bookings and producing follow-up reports, all marketing and PR activity for the school including press releases, advertising, open days and associated events. Preparation of timetables, staff meetings etc.</p>
<p>Central School of Ballet</p> <p>Jan 2003 - April 2007</p>	<p>Designer in Residence / Wardrobe Manager</p> <p>Left to explore freelance design opportunities</p>	<p>Key responsibilities included: Management of annual budget for 9 ballets - £10k. Design and delivery of new costumes, managing contractors, sourcing/copying of original costumes. Touring with the show - 26venues nationwide. Management of student wardrobe team. Organisation of wardrobe store, annual stock take, and maintenance.</p>

ADDITIONAL COURSES & MEMBERSHIPS

Qualification	Date
Welcome Host - Customer Service	Visit Kent - 2009
Welcome All - Disability Awareness	Visit Kent - 2009
Safeguarding Training - Kent County Council	2010
Tactile Images and Maps' - helping businesses to create an inclusive society	RNIB - led by Sue King 2011
Museums Association - Professional Membership	Ongoing

EDUCATION

Educational Establishment	Qualifications
London College of Fashion University of the Arts London Oct 2006 - Jan 2009 Part-time study	MA: Costume Design
Central St Martins College of Art and Design University of the Arts London Oct 2000 - June 2003 Full-time study	BA(hons): Design for Performance
Winchester School of Art Accredited by University of Southampton Sept 1999 - July 2000	Foundation Diploma in Art and Design : Distinction
Farnham College Sept 1997 - July 1999	A-levels in English Literature, Maths, Theatre Studies, General Studies
Frensham Heights Sept 1992 - July 1997	11 GCSE's: 3 x A* grade, 5 x A grade, 4 x B grade

ADDITIONAL INFO

Outside of my working life I enjoy anything that helps me unwind or learn about the world around me - spending time with my family and exploring with my daughter, long dog walks, people watching, learning new crafts, the cinema (love a good sci-fi or costume drama), day dreaming in historic houses, planning adventures with my husband, the theatre, visual and live arts and performance, I play the piano and I often have a good book on the go. Oh - and channelling my inner 'Strictly' star with regular dance classes and Zumba!

REFERENCES

Dr Edwina Bell	Anne Fletcher	Tim Guy
HLF Project Director Rochester Cathedral	Independent Heritage Professional	Steering Group Member Jubilee Arts Project
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