

Will Garnett

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Introduction

I am a well-balanced individual with experience in multiple areas, from Marketing and Digital Media, to Journalism and Customer Service. In each position that I have worked in, I have successfully transferred my passion and skills to meet the demands of the role. I am multi-faceted, and well versed in the technologies, tools and trends of the digital sphere, with professional experience in producing written and audiovisual content. I am eager to learn new skills, alongside developing the skills and experience that I have already gained.

Experience

Freelance Writer/Blogger. 09/2013 – Present
Insomniac Club Audio Addict Radio Addict Noise Cannon

Throughout my time at university whilst studying Popular Music Journalism I wrote for a number of different publications, contributing features, reviews and interviewing musicians. More recently, I have created my own website, where I blog about music in my spare time. You can find all of my posts here; willgarnett.com

Destination Marketing Intern. 05/2019 – 06/2020
AEG Europe – The O2

My role here consisted of marketing The O2 as a destination, linking the various activities including events, restaurants and bars, and Up at The O2 together, to increase footfall around The O2 before events, and on non-event days. My primary job was to update the tenants pages on the website, create engaging social media content on both The O2 and Up at The O2's channels, and collate together targeted offers and content for email sends, whilst providing administrative and project support to my managers.

Guest Relations Assistant. 09/2017 – 05/2019
AEG Europe – The O2

In this role I looked after customers attending events at The O2 arena, I had a variety of different responsibilities, which included working within the VIP and priority lounges, helping accessibility guests, and dealing with any ticketing and general enquiries. I also worked closely with the promotion and production companies putting on the events, in the past I've helped out with the VIP packages for VIP Nation, SJM Concerts, just to name a couple, and been a brand ambassador for C2C music festival.

Music Promoter. 09/2015 – 05/2017
Night Owl Promotions Bang Bang Release Southampton

I created Night Owl Promotions with two classmates for a project whilst at university, going on to organise 6 different gigs across Southampton and Brighton. I liaised with bands and venues, and I also ran the social media accounts, developing different marketing strategies to promote our events. Before that, I helped promote events and sell tickets with local Southampton promoters Bang Bang and Release Southampton.

Festival Experience

MST (Management Support Team)
Dimensions & Outlook Festival 2018 (NVS Music Group)

At these two festivals, both located at Fort Punta Christo in Croatia, I worked for two and a half weeks predominately on the main entrance, assisting my manager with the daily duties of briefing and debriefing the volunteers, dealing with any customer enquiries and issues, and making sure that the ticket scanning and wristband exchange went smoothly. I also worked on the customer service desk located within the festival during this time.

Communications Assistant

Mad Cool Festival 2018 (Madrid)

Here my role was to make sure that all artists on my assigned stages had provided signed broadcasting contracts, a set list of their performance for PRS, and to make sure that specifications for each artist was met within the photography pits. I was assigned to The Loop, Mondo Sonoro and Thunder Bitch stages.

Guest Relations

BST 2018 (AEG) All Points East 2018 (AEG) V Fest – South 2017 (VIP Nation, Inc.)

At these festivals I worked in the Guest Relations department, helping to answer general enquiries, aiding accessibility guests, dealing with lost and found items, and more specifically at V Fest working within the VIP area.

Artist Liaison

Standon Calling Festival 2017 (EnTEEntainment Ltd) Common People Southampton 2015 (SC Productions)

At these two festivals I worked as part of the rider and dressing room team, my role was to look after the dressing rooms, riders and artist area.

Production Assistant

The World Jam Madrid 2016

At The World Jam Festival I worked in production, assisting with the unloading and loading of equipment, the stage management, and helping with the general organisation of the venue.

Education

Bachelors Degree. 2013 - 2016
Southampton Solent University
Popular Music Journalism
Upper Second-Class Honours (2:1)

BTEC. 2011 - 2013
Guernsey College of Further Education
Creative Media Production
Triple Grade Merit Merit Merit (MMM)

GCSE. 2005 - 2010
St Sampsons High School
C and above in English, Maths and Science

Skills / Other

Website CMS (Wordpress, Showtime, Squarespace etc.)
Final Cut Pro
Adobe Creative Suite (Photoshop, Premiere etc.)
Social Media
Microsoft Suite (Word, Excel etc.)
Excellent Written and Verbal Communication

In March 2014 I ran the Rome Marathon for AICR (Association for International Cancer Research), raising over £900. I did this through various events, such as hosting a club night at Revolutions Southampton, organising a bake sale, and creating events and posting updates via social media.