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## Personal Profile

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Well-balanced individual with experience in multiple areas, from marketing and digital media, to customer service and festival work. Successfully transferring passion and skills to meet the demands of each individual role, whilst continuously eager to learn new abilities and continue the development of existing skills and experience. Fostering a multi-faceted skill set, and well versed in the technologies, tools and trends of the digital sphere, with professional experience in using programs such as Microsoft and Adobe, to name a few.

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## Experience

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### Website Administrator 06/2021 - 10/2021

#### *Kilimanjaro Live*

The primary purpose of this position was to maintain Kilimanjaro's public facing website [MyTicket.co.uk](http://MyTicket.co.uk) - listing all new shows and tours, and ensuring all listings, links and information were kept up to date. Also overseeing and implementing the sending and reporting of the MyTicket weekly newsletter, as well as sending bespoke e-shots. Other tasks included updating the corporate and other company websites, creating Facebook events and social media posts, and managing the marketing campaigns for multiple shows, including setting up paid advertisement.

### Social Media & Website Manager 01/2021 - 05/2021

#### *Island Electrics Ltd.*

This role included the managing of the social media accounts and website for Island Electrics, creating engaging posts for social media to help promote the company and attract new customers, as well as updating the website with new information and content.

### Destination Marketing Intern 05/2019 - 06/2020

#### *AEG Europe - The O2*

The role 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. Primary responsibilities included updating the tenants pages on the website, creating engaging social media content, on both The O2 and Up at The O2's channels, and collating targeted offers and content for e-newsletters, whilst providing administrative and campaign support to the department managers.

### Guest Relations Assistant 09/2017 - 05/2019

#### *AEG Europe - The O2*

The main responsibility of this role was to ensure guests attending events at The O2 Arena had an overall fantastic experience. With a variety of different roles, including but not limited to, working on the entrance scanning tickets, queue management, assisting box office with ticketing queries, answering general enquiries and assisting accessibility guests. Occasionally also working alongside promotion and production companies with VIP packages, and also as a brand ambassador for C2C music festival two years in a row.

### Music Promoter 09/2015 - 05/2017

#### *Night Owl Promotions / Bang Bang / Release Southampton*

Night Owl Promotions was created whilst at university and carried on after, going on to organise multiple concerts across Southampton and Brighton. The main tasks involved liaising with bands and venues, running the social media accounts, and developing different marketing strategies to promote the events. Before that, assisted in the promotion and selling tickets of events with local promoters Bang Bang and Release Southampton.

### Freelance Writer/Blogger 09/2013 - 12/2020

#### *Insomniac Club / Audio Addict / Radio Addict / Noise Cannon*

Throughout university, whilst studying Popular Music Journalism, wrote for a number of different publications, contributing features, reviews and interviewing musicians. Subsequently creating own website, where all writings can now be found: [willgarnett.com](http://willgarnett.com)

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## Festival Experience

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### Head Steward

#### *Guernsey Together Festival 2021*

As Head Steward, the main responsibility was to manage all of the stewards at the festival, ensuring all responsibilities were being carried out throughout the day. This included scanning tickets and putting on wristbands, managing queues and providing customer service support, as well as assisting the festival organisers with various tasks to ensure the smooth running of the festival.

### **MST (Management Support Team)**

*Dimensions & Outlook Festivals 2018 (NVS Music Group)*

At these two festivals, both located at Fort Punta Christo in Croatia, working for two and a half weeks predominately on the main entrance, assisting the manager with 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. Also worked on the customer service desk located within the festival.

### **Communications Assistant**

*Mad Cool Festival 2018*

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

### **Guest Relations**

*BST 2018 (AEG) / All Points East 2018 (AEG) / V Festival - South 2017 (VIP Nation)*

Worked within the Guest Relations departments, helping answer general enquiries, aiding accessibility guests, dealing with lost and found items, and more specifically at V Festival working within the VIP area.

### **Artist Liaison**

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

Worked as part of the rider and dressing room team, looking after the dressing rooms, riders and artist area.

### **Productions Assistant**

*The World Jam Madrid 2016*

Worked within the production team at The World Jam, assisting with the unloading and loading of equipment, the stage management, and general organisation of the assigned venue.

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### **Other**

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#### **Fulfilment Operative** 01/2021 – 05/2021

*Funky Pigeon*

Job entailed the scanning, packaging, and making sure that all orders from the website were fulfilled, ready to be collected and sent via post.

#### **English Language Teacher** 11/2016 – 06/2017

*Enjoy English – Spain*

The role at this company was to prepare and plan lessons for the students to learn the English language, both for conversational and exam purposes.

#### **Sales Assistant** 03/2011 – 09/2016

*Marks and Spencer / Iceland Frozen Foods*

Working as a sales assistant at Marks and Spencer and Iceland, learning how to deal with various customers whilst working on the till or restocking the shelves.

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### **Education**

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#### **Bachelors of Arts 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)

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### **Volunteer Experience**

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#### **Rome Marathon** 03/2014

*AICR (Association of International Cancer Research)*

In March 2014, ran the Rome Marathon for AICR, raising over £900 for a cause that is close to heart. Fundraisers included various events, such as hosting a club night at Revolutions Southampton, organising a bake sale, and creating events/posting updates via social media.