

Liam Woolsey

Cover Letter

Over the past 5 years, I have gained substantial expertise in event management, demonstrating a strong track record in delivering large-scale events. Through my leadership across multiple businesses, I have built high functioning teams and made a genuine impact on the industry in Australia.

Most recently, this was seen through co-founding and directing two event companies: Skin Deep Events and Flare Entertainment. Each centred around a live house music performance involving dancers, DJs and a unique stage production. The process of such allowed me to build strong relationships with stakeholders, partner with various venues, and bring creative concepts to life. Additionally, I gained a specialist understanding in hosting VIP events, including booth bookings, influencer marketing, sponsorship activations as well as talent and contractor management.

Furthermore, I have achieved impressive financial results in terms of ticket sales, sponsorships, and bar revenue. Throughout the course of our operation, I successfully managed the end-to-end process for 10 events, each averaging 600 attendees with \$40,000 in combined ticket sales and bar commission. Total bar expenditure would often gross the host venue as much as \$60,000 for a single event. Moreover, brands such as Red Bull and Hard Fizz Seltzer consistently engaged in co-marketing activities and on-site activations at a fee due to a strong sponsor relationship. Overall, we hosted 7,000+ attendees and generated over \$300,000 in revenue through events at venues such as 'Nineteen at The Star' in the Gold Coast and 'Home The Venue' in Sydney.

Lastly, I have spearheaded creative campaigns such as the development of elaborate poster designs, formulation of proposals and sales decks, the strategic launch of targeted social media advertisements, and the production of videos such as aftermovies and promotional clips.

I believe my entrepreneurial skills and business knowledge are an asset to any company that values staying market relevant, planning for innovation, and harnessing their growth potential. My ability to apply these industry skills in the work I perform has helped me grow as a professional and become comfortable with risk.

Sincerely,

Liam Woolsey