

ABIGAIL ANDREWS

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Experienced Event and Senior Account Manager within the Events and Travel Industry adept at fostering partner and client relationships, operations, surpassing sales targets, and executing large-scale events in live music and snowsports. Skilled in planning, communication, stakeholder management, and project execution within time and budget constraints. Seeking new opportunities in the events industry; known for being a fast learner, hard worker, and effective team player with strong presentation abilities.

CAREER HISTORY

NUCO Travel	August 2021 – Present
Senior Account Manager	June 2023 – Present
Account Manager/Event Producer	August 2021 – May 2023

NUCO Travel specialists in bespoke ski and snowboard holidays. Responsibilities include:

- Building and maintaining strong relationships with key clients; understanding their needs, addressing concerns, and ensuring overall satisfaction with the products or services provided. Creatively designing workshops, branding and marketing assets for clients using Canva.
- Planning and delivering innovative events spanning a diverse spectrum, including open-air street parties, Igloo raves, headliner stages, live music après meals, yoga brunches, and girls' freestyle skiing events.
- Working as part of the Sales team for the Student groups department to hit KPIs and secure business for the following season. Each year we head out on a sales tour, pitching to clients to win their business and negotiating contracts and inclusions that they are happy with.
- Booking, planning and executing operational aspects for ski trips and events ranging from event venue bookings to key/lift pass collections for over 1500 students.
- Working with different DJs to give them the opportunity and platform to play within student events, strategically placing acts and artists to enhance the overall auditory experience.
- Dealing with unexpected issues within the resort, such as but not limited to, crowd control, mental health crises, uncontrollable weather conditions in the Alps, evictions, missing persons, intoxication, anti-social behaviour and sexual harassment.
- Managing allocated budgets of over £45,000, ensuring the money was spent effectively and efficiently to deliver the required events.
- Managed over 30 large university ski groups, two of which had over 1000 passengers, including pitching ideas, negotiating contracts, and securing sales.
- Liaising with high-profile artists including SIGMA, Dan Shake and Arielle Free; Coordinating their transport, accommodation, and managing requests on-site.
- Resort Management to deliver trips to identified budgets and needs including transport, heading up the resort rep team, and control and crisis management in the Alps.

Key Achievements:

- So far, this season alone (December 2023-January 2024) I have managed over 25 different events, being

responsible for over 2500 passengers and over 65 members of staff that make up the resort representative team.

- Won over 75% of the student market for ski trips in the last 3 years.
- Ensured an exceptional customer experience, resulting in an NPS score of 4.7/5.
- Supported the marketing team in building brand awareness with content creation on TikTok and Instagram, with a combined audience of 10k, and videos regularly going viral, achieving up to 192k views.
- Promoted to from Account Manager to Senior Account Manager in less than 12 months.

Artist Operations, Freelance Artist Liaison

June 2023 – Present

Artist Operations specialise in providing bespoke artist-focused services within the live events industry.

- Serving as the point of contact for artists at events, representing their interests and ensuring a positive experience throughout including festivals and events such as Parklife Festival, Houghton Festival and The Warehouse Project, looking after acts such as Prospa, LaLa, Peggy Gou and Mella Dee.
- Facilitating clear and effective communication between artists and event organisers, ensuring that expectations are always understood and met.
- Providing hospitality services for artists, including backstage amenities, meals, and other special requests to enhance their overall experience.

Amplify Events, VIP Bar Staff

July 2022 – Present

- Provide exceptional customer service, greet customers, deal with large footfalls of customers, and ensure the cleanliness of table areas for festivals and events including The Warehouse Project, Creamfields, and Parklife.

TUI Holidays, Costa Blanca, Tenerife & France, Resort Rep

May – Jul 2019 & Sep 2018

- Performed a vital role in the customer experience, dealing with guests from arrival to departure as well as being responsible for their safety. Consistently hit weekly sales targets through upselling excursions.

EDUCATION

2018 – 2021 • Leeds Beckett University

BA (Hons) English Literature.
Achieved 2:1

2015 – 2017 • Carre's Grammar School

A Levels (English Literature, History, Drama)

2010 – 2015 • William Robertson Academy

10 GCSEs including Maths and English

ACHIEVEMENTS

- Leeds Beckett Ski Society President & Media Coordinator
- Level 2 Adult Mental Health - Workplace Responder
- Customer Service Excellence Award Gold
- Level 2 Food Hygiene and Safety

ADDITIONAL INFORMATION

- Strong design work on Canva creating decor designs, posters and social media assets.
- A prominent user of social media and video creation for Instagram reels and TikTok.
- Proficient in Microsoft Office (Microsoft Word, Microsoft Teams, Microsoft Excel, Microsoft PowerPoint)
- Proficient in G-Suite (Google Docs, Gmail, Google Sheets, and Google Slides)
- Pinterest user
- Avid reader
- Confident user of Slack

- Full UK Driving Licence

References available on request.