

JENNIFER WOODHOUSE

EVENTS PRODUCER

07791 848 763
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London, UK

PROFESSIONAL SKILLS

Experiential Marketing
Virtual & Hybrid Events
PR Stunts
Talent Management
360° Campaign Planning
Event Planning & Production
Video Production Management
Team Leadership
Creative Thinking/Concept Development
EMEA/US Client Experience
Marketing Communications
Resource/Budget Management
ROI Strategy & Implementation
Ticketing & Guest List Management
Social/Digital Media Integration

AWARDS

The Drum Awards 2020

Best Event, Stunt, or Promotional
Activation for 'Scenes in the Square'

Base Awards 2020

PR/Publicity Initiative of the Year: John
Wick - Excommunicado

Major Players

Freelancer of the Year 2019

UK Sponsorship Awards 2017

Sponsorship Continuity Award for
Playstation Schools' Cup

TECHNICAL SKILLS

Microsoft Office Suite
Adobe Suite
Google Suite
SketchUP
Graphic Design Diploma - Shaw Academy
'COVID Awareness in Production' (2020)
DBS Certificate (2018)
First Aid Certificate (2018)
Food Hygiene L2 Certificate (2016)

Award-winning, highly qualified Senior Event Producer with 12 years of experience in experiential marketing, live and immersive events, and PR stunts. Significant experience in entertainment, film, TV, and gaming sector events across the UK and beyond.

Comprehensive knowledge of all aspects of experiential marketing and event management. Creative conception, account handling, pitch presenting, finance & staff management, live event production & execution, and post-event evaluation.

Adept at producing strategic events that spark curiosity, drive participant engagement, and foster brand loyalty,

FREELANCE EXPERIENCE

SENIOR EVENT PRODUCER

Wasserman Experience | 2022

- LEGO® - Produced a global tour for LEGO® to celebrate the 90th anniversary. Visited 8 LEGOLAND® parks globally to deliver a 10 week activation, including creative design, in-park production, merchandise design, and staffing. Managed a budget of over £2m across various currencies.

SENIOR EVENT PRODUCER

Bompas and Parr | 2022

- GREAT campaign - Co-produced the 'World's First AI banquet' for the British Government's 'GREAT' campaign in New York. Delivered a high-tech, immersive dining experience which allowed guests to dine with figures from British history through the use of artificial intelligence.

SENIOR EVENT PRODUCER

Premier Public Relations | 2022

- Universal Pictures - Produced an immersive 70s style pop up record shop to celebrate the release of Minions 2. Organised a 9 day public event, as well as a press and influencer launch party.

SENIOR EVENT PRODUCER

Premier Public Relations | 2021

- Netflix - Worked across a variety of Netflix IPs, including creative brainstorming, pitch-writing, budgeting, and research; as well as event delivery.
- Heart of London - Produced an augmented reality app in collaboration with The Royal Academy, The National Gallery, The National Portrait Gallery, and Sky Arts which worked in tandem with a trail through London's West End.

EVENT PRODUCER

Flavourology and Gingerline | 2021

- Google - Produced a creative, high-budget corporate Christmas party for Google, including elaborate set, themed catering, entertainment, and fully immersive elements.
- Picnic Hunters - Managed a creative, al-fresco dining experience throughout summer 2020 across 2 London parks. Adapted quickly and effectively to Government pandemic guidelines to offer consumers a safe outdoor culinary experience.
- Gousto - Produced a multi-room, immersive experience promoting the new street food range. Included researching and securing a venue, all suppliers, creative direction of set dressing and performance, and managing the live event.

LEAD PRODUCER

The Producers Live | 2021

- LEGO® - produced a worldwide, 5 site festival tour for LEGO® with multiple stakeholders in multiple territories. Worked with local teams to deliver a 3-day festival with live music, dance performances, stage games, and DJ sets. Produced and toured a demo studio of the new LEGO® products to give the public hands-on experience with LEGO® VIDIYO™.

PRODUCER

Us Experiential | 2021

- Netflix - produced an experiential campaign for an upcoming film release. Managed full logistics, applications, client liaison, approvals, and budgeting to accompany a 3-day, 3-location activation at sites across the UK.

EMPLOYED EXPERIENCE

EVENT PRODUCER

Premier Public Relations | London, UK | September 2018 - March 2020

20th Century Fox | Warner Brothers | Disney | Universal Pictures | Paramount Pictures | Amazon Video

- PR Stunts & Experiential Team: Produced a breadth of PR-focused stunts and experiential events; including pop-ups, PR stunts, experiential immersive events, and press events.
- Events Team: Executing innovative, tactical strategies while working across a variety of film distributor accounts to produce high-profile film premieres, after parties, corporate events, press conferences, immersive experiences, and experiential events.

SENIOR ACCOUNT MANAGER

Experience 12 | London, UK | August 2017 - September 2018

Warner Brothers | Fox TV | Netflix | Paramount Pictures | Amazon Prime | Bossa Studios | ReedPop

- Delivered high-caliber UK and European events for a diverse roster of clients across film, TV, and gaming industries; whilst creating and nurturing steadfast client relationships. These included PR stunts, press events, shopping mall tours, live events, and consumer shows and exhibitions.
- Managed accounting, finance, and new business acquisition, alongside supervision of highest-performing junior staff.
- Proactively managed budgets between £20k-£1million.
- Managed a variety of activations at Comic Con.

SENIOR ACCOUNT MANAGER

Circle Agency | Reading, UK | January 2017 - August 2017

PlayStation | Gett Taxis | Ubisoft

- Leveraged expertise in working across a variety of clients to provide a comprehensive service to PlayStation UK, delivering their UK events and exhibitions. Effectively managed and oversaw all elements of the experiential process, from initial creative conception and response, briefs, and creating and managing budgets, through to sourcing suppliers, client servicing, live event management, post-event evaluation, and reconciliation.

SENIOR ACCOUNT MANAGER

Sublime Promotions | London, UK | October 2016 - January 2017

20th Century Fox | Capcom | 2K Games | Universal Pictures | Asahi Beer | Sony Pictures | SEGA | AMC

- Successfully conceptualised, managed, and implemented comprehensive UK and European events for TV, film, and gaming industry heavyweights. Fostered invaluable events industry connections and fortified stakeholder relationships via expert client management.

ACCOUNT MANAGER

Sublime Promotions

January 2015 - October 2016

SENIOR ACCOUNT EXECUTIVE

Sublime Promotions

January 2013 - January 2015

ACCOUNT EXECUTIVE

Sublime Promotions

January 2012 - January 2013

RECENT INDUSTRY ACHIEVEMENTS

HEART OF LONDON AUGMENTED GALLERY

- Produced and curated a 20 piece outdoor art gallery trail using famous artworks and Augmented Reality - creating a pandemic-safe, London activity for the public.
- Liaised with a breadth of stakeholders, including The National Gallery, The National Portrait Gallery, The Royal Academy, and Sky Arts along with Westminster City Council, app developers Playlines, building owners and the Heart of London Business Alliance.
- Produced a press launch with 'Portrait Artist of the Year' presenter Stephen Mangan, including liaison and task management.
- Achieved 30+ pieces of national and regional coverage including BBC Breakfast, ITV London, and The One Show.

WARNER BROTHERS IT CHAPTER II THE VAULTS EXPERIENCE

- Leveraged industry experience to manage and co-produce a terrifying immersive experience to promote the release of 'It Chapter II'. Spanning over 11,000 sq. ft in the Waterloo, London Vaults - 9 different immersive areas were fitted with atmospheric and directional lighting, as well as a full soundscape of binaural sound.
- Worked closely with production houses, printers, sound & lighting engineers, makeup artists, costume designers, and set designers to bring the fictional town to life, working to high specifications in collaboration with Warner Brothers.
- Auditioned, cast, and directed over 30 actors, alongside scriptwriting and creative direction.
- Over the course of 7 live days, the Vaults hosted a VIP launch night, an influencer meet and greet, the UK junket, the European premiere, media previews, and public visits.
- The experience resulted in 200+ pieces of coverage including Time Out, The Mirror, The Metro, LadBible, The Independent, and Kiss FM, as well as being attended by the film's director (Andy Muschietti), producer (Barbara Muschietti), and cast (James McAvoy, Jessica Chastain, Bill Skarsgård.)

POKÉMON: DETECTIVE PIKACHU POP-UP EXPERIENCE

- Championed a 3-day, pop-up experience in London's Covent Garden to support the release of Warner Brother's Pokémon: Detective Pikachu, which ran in May 2019.
- Coordinated 1 media day, including VIP & celeb launch & 2 public days.
- Seamlessly orchestrated event & PR planning; including Warner Brothers, The Pokemon Company, & Legendary approvals; event concept and experiential ideas, budget management, client and supplier liaison, and event delivery.
- Worked across all 3 live days, managing the entire event; including staffing, ticketing, security management, workshop and talent management, and client liaison.
- Achieved coverage in Time Out, The Evening Standard, The Metro, and The Mirror, as well as celebrity and influencer attendance and social media coverage. The event was attended by over 2,000 members of the public across 2 days.