

DASHA ZHIVAYKINA

FREELANCE EVENT PRODUCER

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Location: London, United Kingdom

PROFILE

Detail oriented, highly educated and proactive event professional with extensive experience working with luxury brands. My approach is a combination of a high level of efficiency, passion and dedication with a flexibility and appreciation for each project's and each client's goals.

EXPERTISE

- Venue search
- Budget management up to £400K
- Pitching
- Liaison with local councils regarding planning permissions, parking suspension, traffic management plans
- Liaison with suppliers across all aspects of the event including set builders, catering, security, AV suppliers etc.
- Event design and sourcing
- Talent sourcing and negotiation
- Logistics, Health & Safety and Security management
- Team briefings and on-site management
- Ability to multitask and manage completion of tasks within a tight time frame
- Computer literate in Microsoft Office, Keynote and InDesign

EXPERIENCE

Freelance Event Producer

February 2015 - onwards

Successfully produced various brand activations, trunk shows, fashion shows, dinners and presentations for the following clients:

Cartier, Bvlgari, Ralph Lauren, Louis XIII, Belvedere, Mercedes-Benz, Chloe, Erdem, Jo Malone, Hennessy, Montblanc, Diesel, Investec, British Fashion Council, Debenhams, Haizhen Wang, Place Vendome, Black Tower UK, Ultimate Ears, Richard Quinn

Agencies - Family Ltd, Polar Black Events, Profirst, Wonderland, PUSH, Quintessentially, NP+Co, The Bridge and Co, Fay Campbell and private clients

Freelance Assistant Event Producer

June 2014 - August 2018

Successfully assisted in production and/or on site management of various brand activations, trunk shows and presentations for the following clients:

Burberry, Louis Vuitton, Bvlgari, Freshfields, Carolina Herrera, Hennessy, Playstation, Roberta Einer, Diesel, Ruinart, Naked Heart Foundation, Ralph & Russo

Agencies - Burberry, Polar Black Events, PUSH, INCA, The Bridge and Co, Fisher Productions

Freelance Production / Event Assistant

October 2013 - December 2014

Assisting the main producer in production and on site management of a number of fantastic fashion shows, fashion festivals, and brand activations for the following clients:

VOGUE, Jimmy Choo, Mary Katrantzou, Peter Pilotto, London Fashion Weekend (BFC), Topshop, Macallan Whiskey, Chanel, Tom Dixon, Pringle of Scotland, Jo Malone, Liberty London, Hearst Magazines, Star Wars, Fashion TV

Agencies - Bureau Betak, Picnic Productions, British Fashion Council, INCA, Time Based Events, Family, V&A Museum, Tate Modern, Tate Britain, Liberty London, Daily Mail, Fashion TV

EDUCATION**University of Westminster, UK (2013 - 2014)**

MA in Event and Conference Management

Ulyanovsk State University, Russia (2008 - 2013)

BA in Hospitality and Tourism

BA in Linguistics and Translation